

UNDER EMBARGO UNTIL 08/04/2022
PRESS PACK

Generali opens the doors to Venice's Procuratie Vecchie, the new home of The Human Safety Net

Press Pack & Background

PRESS PACK CONTENTS

- Full Quotes
- The Procuratie Vecchie
- The Human Safety Net
- The Recovery Project
- Sustainability and Innovation
- Monumento
- "A World of Potential": Interactive Exhibition
- The Spaces
- The Procuratie Vecchie in numbers
- The Generali Group
- David Chipperfield Architects
- Edoardo Tresoldi
- Dialogue Social Enterprise
- Rampello & Partners Creative Studio
- Migliore+Servetto
- Atelier dell'Errore (AdE BIG)
- illycaffè

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Full quotes for media use

Philippe Donnet, Generali Group CEO:

“The re-opening of the Procuratie Vecchie represents a historic moment both for the local and the international communities. After five centuries, this world-famous iconic building still reflects part of the Procurators’ original mission: helping society’s weakest. It is the home of our initiative, The Human Safety Net, that will be a place for exchanging ideas and dialogue to overcome the major social challenges of today’s world as well as to inspire visitors to take action to unleash the potential of people living in vulnerable conditions. A space open to everyone that also fully supports the project to make Venice the world capital of sustainability. There could be no better way to conclude the celebrations that began last year for the 190-year anniversary of Generali, now made even more special with the announcement of our partnership with the United Nations Development Programme. I thank all those who have made it possible to achieve this outstanding milestone in our Group’s history.”

Sir David Chipperfield, David Chipperfield Architects:

“We are grateful to Generali and the city of Venice for giving us the extraordinary opportunity to work on the Procuratie Vecchie. Repairing, reunifying and adapting the many layers of this historic structure has been a highly complex and rewarding challenge that reconnects us to the power of architecture both as physical substance and as a process of collaboration. We look forward to seeing the building re-embed itself into the city, supporting Venice as a living place of activity and innovation.”

Aldo Mazzocco, Generali Real Estate CEO & General Manager:

“I would like to sincerely thank the technical experts of Generali Real Estate and all those involved in the restoration work carried out with skill and rigor as part of this wonderful episode in the history of art and architecture. It is a shining example of cooperation among supervisory authorities, professional creativity, and execution ability - achieved despite operating conditions complicated by the delicate nature of the location and Covid-19 restrictions. We do a lot of requalification works every year throughout Europe, but restoring and reinventing the Procuratie Vecchie in St. Mark's Square represents a ‘golden’ page in the long history of Generali.”

Emma Ursich, Executive Officer of The Human Safety Net:

“The Home of the Human Safety Net in Procuratie Vecchie opens up so many opportunities to reach more people, create new connections, exchange, debate, design and amplify attention, understanding and action around the pressing issues of social inclusion but also more widely

around sustainability as the cornerstone for human resilience and wellbeing. The Human Safety Net is glad to play its part to support the future of Venice, activating all the potential of its global network from its base in Procuratie Vecchie, in an open, permeable city that is by its nature a symbol to the world.”

Orna Cohen, founder of Dialogue Social Enterprise, curator of the interactive exhibition “A World of Potential”:

“The human need and urgency to share time and experiences together is strong and vibrant. I expect The Human Safety Net exhibition will rapidly attract visitors precisely because of its innovative and interactive nature. Furthermore, its content is very timely, since especially during the pandemic we became aware of our own vulnerability and had to rely on our strengths and solidarity. And that’s exactly the point of The Human Safety Net.”

Davide Rampello, Davide Rampello & Partners Creative Studio, Artistic Director of The Home of The Human Safety Net:

“The Home of The Human Safety Net will change the permeability and practicability of the entire district and will spur a more vital, dynamic, and humane urban environment in St. Mark’s Square. A programme of cultural activities and initiatives will be designed in order to valorise and promote the space by providing a varied and multidisciplinary thematic schedule capable of stimulating, entertaining, involving and attracting the target audience not only to the Foundation’s context and to its multiple areas of interest, but also to the landscape and to the sociocultural perspectives of the city of Venice.”

Ico Migliore and Mara Servetto, Migliore+Servetto, interior and exhibition Design, Set-up, Graphics and Multi-media of The Home of The Human Safety Net:

“The design for the Human Safety Net’s new home is characterised by the lightness with which it relates both to the city of Venice, an emblem of strong cultural identity and hospitality, and to the historic complex of the Procuratie that houses it. It is focused on inclusion and accessibility in equal measure, central themes in the development of the project. There are three recurring symbols that connect the entire design of the third floor: the table, the nest, and the mirror. The table is present in the interactive installations and in the social spaces. Made from wood or tubular copper and glass, it is an emblem of encounter and dialogue. The nest is the symbol of hospitality and bonds; it is recalled in the structures of the bookshelves, a sort of fil rouge that connects the social and working spaces. Finally, mirrors boast a centuries-old tradition in Venice and are a recurring element in the furnishings of the café and in various installations. This is an allegory of external beauty, as well as of confrontation with oneself, of reflection, of consciousness.”

Achim Steiner, UNDP Administrator:

“We are pleased to announce our partnership as Generali opens this iconic building in St. Marks's Square for a social purpose. On average, the world's poorest countries lose \$29 billion every year from disasters yet a meagre 3% of these losses are covered by insurance. This new partnership with Generali will allow UNDP to extend much-needed insurance solutions to vulnerable families and businesses - from smallholder farmers suffering in the face of drought; defending natural capital at risk from climate change in coastal communities; or rolling-out financial protection for people displaced by conflict and instability.”

Cristina Scocchia, illycaffè CEO:

“It is a real honour and privilege to strengthen our presence in one of the most beautiful squares in the world and in a city, Venice, with which we have a deep and lasting bond. We are delighted to be able to offer all the flavour of the unique illy blend, not only in our flagship store in the Royal Gardens, but now also to the visitors who will admire the rooms and exhibitions in Venice's Procuratie Vecchie. Thanks also to the collaboration with Generali, with whom we share very similar values, we are certain that The Café will become a point of reference for Venetians and for all lovers of good and beautiful things who visit Venice every year.”

The Procuratie Vecchie

At 500 years old, the Procuratie Vecchie is one of the most remarkable buildings in St. Mark's Square. Its name comes from its original use as a home and office for the Procurators of Saint Mark. This was the most prestigious position after that of the Doge, and the prize after a brilliant political career.

The Procuratori were city officials responsible for the administration of the basilica, as well as handling the execution of wills and for looking after the poor and the orphans. The Procuratori did not have a salary but in return they had the privilege of living forever in St. Mark's Square.

Pronunciation guide for non-italophones:
[approx.: "pro-koo-ra-tee-yea/ve-key-yea"]
<https://www.howtopronounce.com/italian/procuratie-vecchie-1/31395798>

When it was first constructed in the 12th century, the Procuratie Vecchie was a one-storey structure above a long ground-floor arcade. A fire in 1512 caused part of the façade to collapse and city officials decided to rebuild it as part of a vast city renovation programme called the *renovatio urbis* under the initiative of Doge Andrea Gritti. Architect Bartolomeo Bon first oversaw the project, followed by Jacopo Sansovino. The transformation turned St. Mark's Square from a medieval town centre into a Renaissance city forum in the classical style.

Generali and Venice

As the historical headquarters of Generali's Italian business, Venice is closely linked to the history of Generali, and both share the St. Mark's Lion as their symbol.

Shortly after Generali was founded in Trieste in 1831, it established its first presence in the Procuratie Vecchie. Venice was joined to Italy in 1866, and just one year later Italy's great hero of independence, Giuseppe Garibaldi, visited the Procuratie.

Generali managers were not just doing business from the Procuratie. They were respected and admired leaders in civic life, playing key roles in Venetian assemblies throughout the resistance of the Republic of San Marco from 1848 to 1849.

The magic and romance of Venice became the centrepiece of Generali advertising after the dark years of WWI. The famous illustrator Marcello



Dudovich created a series of whimsical posters for Generali that highlighted the Company's proud Venetian heritage.

For many years, Generali carried out its Italian operations from this prestigious location. The Company also bought additional parts of the building in the 1930s and 1940s, making improvements to the historic building despite the difficulties of the war years.

The spaces of the Procuratie Vecchie, with their historical decorations and frescoes, were home to Generali's Italian head office for much of the 20th century, until the requirements of modern logistics necessitated a transfer to Mogliano Veneto in 1989.



The renovation of the Procuratie Vecchie restores one of Venice's most beautiful buildings to its original splendour – and brings the insurance group back into its Venetian home. It is part of a broader restoration of the entire Marciana area which Generali has supported with pride and passion. This included renovating the Royal Gardens, brought to new life by landscape architect Paolo Pejrone, in partnership with the Venice Gardens Foundation.

The Human Safety Net

A global movement to enable people to achieve their full potential

A core belief at The Human Safety Net is that whatever happens in life, no-one should be held back from achieving their full potential.

The Human Safety Net's mission is to unlock the potential of people living in vulnerable circumstances, so that they in turn can transform the lives of their families and communities. There are two global programmes to fulfil this mission: the first supports vulnerable families with children up to six years old; the second supports refugees in their path to employment and entrepreneurship in their country of destination.

The Human Safety Net brings together the combined strengths of non-profit organisations and the private sector, in Europe, Asia and South America, into a global movement of people helping people. Initiated by Generali, it has been created to act as an “open net” and welcomes working with any other company, organisation or foundation which shares the same goals.

Transforming lives around the world

The Human Safety Net currently works with more than 60 NGOs and social enterprises in 23 countries and more than 200 cities. It has so far touched the lives of more than 170,000 people. Its programmes contribute to five of the UN’s Sustainable Development Goals. The Human Safety Net “For Families” contributes to early childhood indicators (SDG 3 and SDG 4); The Human Safety Net “For Refugees” helps create jobs and sustainable communities (SDG 8 and SDG 11); all the programmes are based on the principle that they can only achieve a significant impact when working in partnership across countries and stakeholder groups (SDG 17).

Generali’s employees and agents in all its offices around the world are integrally involved with The Human Safety Net: through volunteering, providing skills and expertise, fundraising campaigns, as well as acting as Ambassadors. All activities are designed to amplify the work of the Foundation’s partner NGOs.

The “For Families” programme

“If we change the beginning of the story, we can change the whole story”

The “For Families” programme supports parents living in vulnerable circumstances during the first six years of their children’s lives, laying the strongest possible foundations for their future.

Studies have shown that who we are as adults is shaped in the first six years of life. In early childhood, one million neural connections form every second. The early years are also the most vulnerable for children: poverty, stress and neglect can damage a child’s chances.

Around the world, 250 million boys and girls under five are at risk of not achieving their full potential.¹

The best safety net for young children is a nurturing relationship with their parents. The programme therefore supports parents by investing in parenting courses, family centres, and home visits. This helps parents become more confident and learn simple practices which have a proven impact on their child’s early development.

¹ Black M. M., et al. (2017) Early childhood development coming to age: science through the life course.

Recent stories from the “For Families” programme:

- [It is a joy to transform and grow together with my son](#)
- [The Human Safety Net and UNICEF develop financial literacy programme for disadvantaged families](#)
- [The Human Safety Net and Con I Bambini join forces to support vulnerable families with children between 0-6 years old](#)

The “For Refugee Start-Ups” programme

Refugees have the talent and resilience to build successful businesses, but they need dedicated support.

The “For Refugee Start-Ups” programme helps refugees flourish as entrepreneurs or get professional training so that they can integrate themselves into their local job market.

Millions of refugees have arrived in Europe in recent years, many with the skills, passion, and resilience to be successful entrepreneurs. Even when refugees are granted official status, they face extra challenges when they want to launch a new business. Most lack the networks and access to finance, as well as the confidence needed to create a new business.

“For Refugee Start-Ups” works alongside individuals to implement their business ideas, providing training, coaching, and access to workspaces and financing.

Thanks to the programme they have the opportunity to develop concrete business plans, register their ventures, and serve their first customers. They get the opportunity to learn about the business environment in their host countries and strengthen their networks. And if entrepreneurship is not the right path, the programme offers training and hands-on coaching for job positions that are valued on the job market.

Recent stories from the “For Refugee Start-Ups” programme:

- [I want to connect people of different backgrounds through Afghan cuisine](#)
- [Fashion is the oxygen without which I cannot imagine my life](#)

For more information on The Human Safety Net programme beneficiaries, see [here](#).

Link to 2021 Activity Report: <https://generali.egnyte.com/fl/VbbczL3gqw>

Link to programme pictures: <https://generali.egnyte.com/fl/xhhQEXT6bu>

The Recovery Project

St. Mark's Square, besides being one of the world's most recognisable squares, is an extraordinary and explicit demonstration of ordered public space defined on three of its four sides by the Procuratie Vecchie, the Procuratie Nuove and Procuratie Nuovissime.

The Procuratie Vecchie was developed along the entire North side of the Square, in the first half of the sixteenth century, under the *renovatio urbis* programme of the Doge of the Republic of Venice, Andrea Gritti and involved three architects, Mauro Codussi, Bartolomeo Bon and Jacopo Sansovino, establishing the modern ancient language (façade of arches and loggias) adopted by the subsequent developments of the other Procuratie on the other West and South sides of the Square.

Generali, which began its life in the Procuratie Vecchie, acquired almost entirely over the years, has set as its goal to bring the Procuratie Vecchie into a more engaged relationship with the city of Venice through the activities of The Human Safety Net, Generali's global Foundation, on the third floor, with a large part of the Procuratie Vecchie made accessible to the public for the first time in half a century.

David Chipperfield Architects Milan developed a reclamation of the idea or project which is not defined by a single architectural gesture, but by a series of interventions that address the complexity of the work through a flexible approach in order to interpret and make sense of historical modifications and practical adaptations of the Procuratie Vecchie.

The interventions include the restoration of the first and second floors, where the most prestigious offices of the Generali insurance Company are situated, the reorganisation of accessibility and usability through the inclusion of new vertical circulation, and the renovation of the third floor, with public access to the exhibition spaces as well as workspaces, event spaces and an auditorium linked to The Human Safety Net.

The interventions looked to ancient, local and traditional construction techniques and made use of local artisanal craftsmanship for the flooring, walling and ceiling, using *pastellone* and *terrazzo*, *marmorino* and *scialbatura* (whitewashing), but also *cocciopesto* and *cotto*, seeking not to impose but rather to inherit, in order to complete into a single whole and reclaim the integrity of what has been present for hundreds of years in probably the most representative place in Venice.

To download David Chipperfield Architects Milan's Press Kit of the Procuratie Vecchie, please click on this link:

<https://www.dropbox.com/sh/ea07rqacb6gw1cz/AAA839sHeJVHCukuvLv3kuQa?dl=0>

Sustainability and Innovation

The challenge in the recovery and redevelopment of a building of historical and monumental importance such as the Procuratie Vecchie was to bring new life to one of the masterpieces of Venetian architecture of the 16th century, respecting its historical features but at the same time adapting it to the needs of modern use. Generali Real Estate has orchestrated the complex requalification project, delivering the fully restored building to Generali and to the world.

Today the Procuratie Vecchie represents a showcase of modern technologies and sustainability in a unique context, in line with the requirements of the international LEED Silver Core & Shell certification, which is currently underway - a particularly challenging goal for a building of inestimable historical and artistic value. From an energy and environment standpoint, the thermal and air treatment plants have been redesigned to completely eliminate the use of fossil fuels, ensuring thus a more efficient and sustainable energy management. By purchasing energy from certified renewable sources only, the Procuratie is a carbon neutral building in the heart of the city of Venice.

Great attention has been given to the use of recycled material and to preserve, whenever possible, original elements belonging to the history of the building, such as the recovery of existing wooden parts, and the reuse of terracotta tiles within decorations and Venetian *terrazzo* floors. *Ad hoc* techniques have been applied in order to preserve the building from adverse events, such as a system that keeps the effects of high tide at bay, and a particular water mist fire extinguishing technology that intervenes in an effective way, though respectful of delicate surfaces and materials. In addition, a very advanced computer-based modelling system was used to analyse the building's seismic risk, to correctly design the structural consolidation actions.

The redevelopment also involved the first and second floors, hosting high-level representative offices and exhibition spaces in a unique context, equipped with last-generation technical features and advanced smart technologies for maximum comfort, high performance and optimal connectivity.

Monumento

The installation Monumento by Edoardo Tresoldi – conceived in collaboration with Carlotta Franco for the development of the architectural concept and with GICO Studio's support for the project – renews the language of the monumental column and the values to which society aspires in order to reflect its own epoch.

The column is set within the space that contains the monumental staircase of the Procuratie Vecchie. Its proportions are in dialogue with those of the space around it and the visitor is invited to a closer view which subverts the traditional rhetoric of monuments: by climbing the stairs the

spectator is able to see the column in its entirety, from its base to the summit, with a change of perspective which, in turn, triggers a conceptual shift.

“Monumental architecture is a composition which neglects function in order to ritualize a thought by means of a three-dimensional work”, says Edoardo Tresoldi. “The history of peoples is that of a hereditary flow of rhetorical figures which continuously recur in cycles; they redefine their own meanings and establish symbolisms which we have not only learnt to read but which, generation after generation, we have absorbed as a sort of latent language of the collective unconscious. When, therefore, a monument is stripped of its own symbolism, what remains is a virtuoso and melancholic lyric song, discrete and solemn, and yet in search of contact because it was born to be expressed, first as artifact and gesture and then as a concept and presence. With Monumento, I have used the rhetorical language of monumental columns as a reflection on our times and on the rhetoric underlying the values to which our society aspires; a society which confirms the need to redefine the concept of strength, to reconsider the role of frailty and which puts listening and dialogue at the centre of intercultural relations.”



The Home of the Human Safety Net

“A World of Potential”: Interactive Exhibition

The Exhibition

The third floor, spanning approximately 3,000 square metres, houses the home of The Human Safety Net, which is about empowering other people and the strong belief in human potential and our right to express it. A part of the venue hosts an innovative exhibition open to everyone, focused on personal awareness and the development of human potential. This is flanked by spaces for engagement, sharing and dialogue: a café, working spaces for The Human Safety Net and its partners, and an auditorium.

“A World of Potential” is an interactive exhibition housed on the third floor of the Procuratie Vecchie which offers visitors an immersive and interactive experience to understand and connect with their personal potential by exploring their own character strengths, while also enabling them to see the best qualities in the people around them.

The exhibition is curated by Orna Cohen, co-founder of Dialogue Social Enterprise (DSE), a social enterprise based out of Hamburg, Germany, which facilitates the social inclusion of vulnerable people through exhibitions and workshops, all around the world, since 1988.

To develop the exhibition itinerary, DSE chose the work of the American psychologists Martin Seligman and Christopher Peterson as the theoretical frame of this project. In the early 2000s, they developed the VIA (Values in Action) method which provides a list of 24-character strengths. VIA is universal and can be applied to all humans, anywhere in the world. It is based on the idea that character strengths are inherent to all of us, and that they can be strengthened over time: an approach which perfectly matches The Human Safety Net philosophy.

This exhibition gives visitors an opportunity to explore some of the strengths identified in the VIA Inventory, selected with the help of experts from the Mayerson Academy, a non-profit organization based in Cincinnati, Ohio (USA)

The Venetian Theatre



Visitors to the third floor are welcomed by the Venetian Theatre, which pays homage to the centuries-old tradition of Venetian puppetry and masking. The wooden puppets of Arlecchino, Pantalone and Colombina were handcrafted by the Atelier Carlo Colla and are animated by sophisticated technology. They interact with visitors in multiple languages, in a virtual scenario in which the history of the city is told in a simple and captivating way.

that is committed to using character science to create great places to learn and work and are closely related to values expressed and promoted by The Human Safety Net.

The exhibition was conceived by Migliore+Servetto as a progression of experiences and develops according to a prologue, three acts and an epilogue that lead visitors to discover their own potential starting from values such as creativity, kindness, perseverance, gratitude, curiosity, hope, social intelligence, and teamwork, identified by DSE. These abstract concepts have been translated by Migliore+Servetto into 16 interactive *machines à montrer*, both analogue and digital, capable of engaging the most diverse audiences and generating reflection and self-analysis.

The outcome is something in-between a science and technology museum and an anthropological experience, but the most stimulating aspect of it all is that people during this experiential journey are invited to look inward. As a result, visitors are led through a real progression of experiences that increase their self-awareness and their perception of the world. It is something real, which acts on the senses, memory, and gives rise to positive emotions. But it is also an experience that creates a shift from “me” to “we.” At the end of the route the visitor can meet - through a video - a protagonist of The Human Safety Net, who shares his or her same top strength.

The encounter is virtual, but through the character similarities the two share, it becomes personal. The visitor is inspired to learn more about that person, and the work he or she is doing as part of The Human Safety Net. This way, the entire experience helps one understand how everyone can contribute to improve the conditions of the most vulnerable people.

In the final part visitors will have the opportunity to learn more about the activities run by the Human Safety Net and will be able to donate half of the ticket price to one of the programmes run by The Human Safety Net. Visitors will be able to choose which programme they wish their ticket donation to support.

The Exhibition's Art Studio

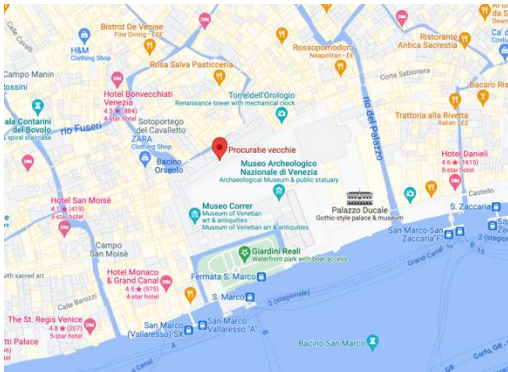
Within the exhibition journey, a large open space will be given over to an Art Studio, where invited artists will display works interpreting the themes surrounding The Human Safety Net's work, and the values and strengths represented in the permanent exhibition “A World of Potential”.

The Art Studio consists of a series of site-specific works designed for The Human Safety Net that are part of “CHUTZPAH - A tent that is not a tent, animals that are not animals” - a new artistic project by Atelier dell'Errore (AdE) BIG, curated by Gabi Scardi.

“Chutzpah” is a Yiddish term meaning the impudence of those who believe excessively in themselves, but over the years it has been used in English as a way to express a certain boldness that allows you to get out of the box and perform unthinkable actions. Courage and

boldness are certainly characteristics of the AdE BIG collective: their works are the result of a work on the verge of virtuosity, which arises from a form of obsession, and which allows the collective to reach levels of extreme technical perfectionism. *Tenda-Mater* is a self-supporting tent placed in the space in such a way as to incorporate the last oculus of the facade overlooking St. Mark's Square: a metaphor of the complex relationship between subjective interiority and external reality and of the transforming power of art. *Pater, the Over-Lived* is a large two-dimensional structure that divides the space in two, made with the same materials as the tent: on one side a red fabric created by stretching meters of adhesive tape on the canvas, on which a metallic leaf design stands out; on the other side, the Cameluxe, a warm recycled camel wool. The exhibition is completed by the large zoomorphic drawing *Mater GB7*, in many colours and gold leaf, and the series of 12 drawings entitled *Oracular Cells*.





Accessing the Exhibition

The entrance to the Procuratie Vecchie is found in St. Mark's Square. The address is Piazza San Marco, 119, 30124 Venezia VE, Italy.

The exhibition will be open daily, except Tuesdays, from 10.00 to 19.00. Tickets can be purchased from the website: [A WORLD OF POTENTIAL | Home \(thehumansafetynet.org\)](http://A_WORLD_OF_POTENTIAL_|_Home_(thehumansafetynet.org))

The Spaces

Next to the Exhibition on the third floor are three more functions: working spaces, events space and the café

The Hub

The Hub is a space in the Procuratie Vecchie where The Human Safety Net's teams, their NGO partners, and other stakeholders, can meet and work together, joined by a common purpose with the intent to collaborate across the private and public, profit and nonprofit sectors to address topics of sustainability and, more, social inclusion.

By meeting, sharing, connecting, developing, and collaborating, the aim is to accelerate the growth and impact of The Human Safety Net's programmes all around the world.

At the same time, The Hub will be a focus for generating new ideas and initiatives, as well as for nurturing promising programmes and ventures in social entrepreneurship, social inclusion, and social impact.

All spaces in The Human Safety Net's headquarters were designed by Migliore+Servetto, who designed most of the furnishings, in collaboration with local craftsmanship.

The Hall

The Hall is a state-of-the-art auditorium, an ideal venue for international symposiums, congresses and events that have sustainability objectives at their core.

It will be one of many venues where The Human Safety Net can amplify the global conversation about the issues that it works on, such as early childhood development, refugee integration, social impact, social inclusion, and social entrepreneurship.

The Hall will be a centre of thought leadership and debate in the field of social innovation. It will be a place to nurture social impact for a sustainable future. It will be a gathering place for all The

Human Safety Net's NGO partners, as well as other organisations working in this sector around the world.

The Hall will also offer a warm welcome to the citizens of Venice, supporting the city's vibrant cultural and social life.

One of the first events held in The Hall was hosted by the Presidency of the Council of Ministers, where leaders came together to discuss the "Italia Domani" dialogues on the National Recovery and Resilience Plan.

Among some of the events planned for the months to come are gatherings with the United Nations Development Programme (UNDP), Ashoka, the International Organisation for Migrations (IOM), Centre for Entrepreneurs, Geneva Association and Networks, the annual gathering of the global The Human Safety Net practitioners' community.

The Café



The Café, run by illycaffè, is an open place where people can connect over good food and drink. It's a warm and welcoming space where residents, tourists, NGOs, volunteers, and partners can take a break, relax, and socialise.

A rich and diversified offer has been designed for them, for every moment of the day: from the early morning, to start off with the aroma of the unique illy 100% Arabica blend - in the *Classico*, *Intenso* and *Forte* roasts - and small pastries, to lunch break with an original proposal of salads and savoury snacks, and to the evening, with a wide proposal of cocktails for happy hour. The menu includes typical local dishes, reinterpreted with a modern twist and with high quality ingredients, such as *Buranei* and *Zaeti* biscuits, *Focaccia Gourmet* with radicchio and creamed salt cod or the selection of Venetian *cicchetti* (small snacks).

The Café also houses a library of books to refresh minds as well as bodies – food for thought on issues such as early childhood development, social inclusion, and social entrepreneurship. Its library will also include inspiring biographies, children's books and titles on the history and artistic heritage of Venice.

The library has been curated by Bibliothèques Sans Frontières (BSF), a humanitarian non-profit, and will be the first of its kind in Venice. The library will host up to 3,000 books in five languages and will be set up with curated high-quality content for visitors to enjoy.

The Royal Gardens

The renovation of the Procuratie Vecchie restores one of Venice's symbolic buildings to its authentic splendor and is part of a wider intervention in the Marciana area that Generali has supported with pride and passion. The commitment and vision also include participation as Main Partner in the complex work of botanical restoration and enhancement of the nearby Royal Gardens, promoted and implemented by the Venice Gardens Foundation under the direction of its President Adele Re Rebaudengo.

The works have brought the gardens back to their former glory and original botanical complexity with a conservative intervention on the design and architecture, deliberately respectful of the historical evolution that has characterized the site and consistent with the historic nineteenth-century design, but also innovative and experimental from a botanical and gardening point of view thanks to the work of landscape architect Paolo Pejrone.

The architectural renovation and restoration of the Greenhouse, based on plans drawn up by architects Carlo Aymonino and Gabriella Barbini, were directed by architect Alberto Torsello. Inside, there is space for "The Human Garden", which hosts the artistic, cultural and research activities promoted and supported by Venice Gardens Foundation; its name refers to the connection between the activities carried out by the people in the Greenhouse and the life of the garden that surrounds it. Here we find the installation "Archivio delle Radici" (Archive of the Roots), a xylotheque of different woods coming from the 23 countries where The Human Safety Net is present, leading visitors to discover the Foundation itself, which opens its headquarters inside the nearby Procuratie Vecchie.

The historic drawbridge, which once connected the Royal Gardens to the Procuratie Nuove and St. Mark's Square, has also been renovated; the aim, in the future, is to restore the passage from the lagoon to the Correr Museum that passes through the gardens, thus recreating the connection with St. Mark's Square and the Marciana area.

With their reopening on December 17th, 2019, the Royal Gardens have once again become a place for meeting and for thought, both for Venetians, who have been able to rediscover a historic and much-loved place, and for other visitors, who have discovered this green oasis of peace, close to one of the world's most iconic squares.

The Royal Gardens of Venice are a garden offered to the public: designed to welcome many visitors, but planted and cared for with the botanical and architectural attention proper to an exclusive and protected place, an absolute *unicum* in Europe.

The Coffee House Pavilion, built between 1816 and 1817 as the Royal Garden's Cafehaus, which the restored building's interiors were now designed by Locatelli Partners, with support from illycaffè, serves the purpose for which it was originally intended, making an important contribution to expenditures for routine and special maintenance work in the Royal Gardens.

The Procuratie Vecchie in numbers



The Generali Group

Generali is one of the largest global insurance and asset management providers. Established in 1831, it is present in 50 countries in the world, with a total premium income of € 75.8 billion in 2021. With more than 75,000 employees serving 67 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. At the heart of Generali's strategy is its Lifetime Partner commitment to customers, achieved through innovative and personalised solutions, best-in-class customer experience and its digitalised global distribution capabilities. The Group has fully embedded sustainability into all strategic choices, with the aim to create value for all stakeholders while building a fairer and more resilient society.

Founded in Trieste, Generali first established offices in the building in 1832 and has long embraced its links with Venice, even adopting the Lion of Saint Mark as the symbol for its business. The first floor of the Procuratie Vecchie contains offices for Generali, whose headquarters remain in Trieste.

The re-opening rounds off a special year for Generali, which marked its 190th anniversary in 2021 with an array of initiatives geared towards economic recovery and sustainability (see more [here](#)). The Procuratie Vecchie will be home to Generali's Foundation, The Human Safety Net, and will also be part of the ambitious project to make Venice the World Capital of Sustainability.

Generali - UNDP Partnership

Generali stands firmly committed to the UN Sustainable Development Goals (SDGs). It has made the SDGs central to achieving its corporate purpose of enabling people to shape a safer and more sustainable future by caring for their lives and dreams.

The Group shares the goals of the United Nations Development Programme (UNDP) and the multiyear partnership with UNDP complements Generali's initiatives that support sustainable development. Together, they will explore opportunities for new parametric instruments that support the SDGs, strengthen SMEs, and increase climate resilience, thereby protecting the lives and livelihoods of the most vulnerable.

In addition to their intention to collaborate on digital-based, parametric solutions, areas of cooperation include:

- Sharing data, analysis and know-how to help better understand, quantify and manage the impacts of a wide range of perils, including but not limited to climate hazards and public health outbreaks, globally;
- Developing a shared thought-leadership programme to promote the importance of human development and social innovation, using the Venice Hub where appropriate as a platform for advocacy and in a way that creates an inspiring working environment for the public as well as relevant institutions;

- Scoping a joint agenda to develop an enabling environment for resilience-building insurance solutions both in UNDP programme countries and Generali's key markets, providing technical assistance to countries working on risk finance legislation, regulation, and institutional capacity;
- Considering, in partnership with The Human Safety Net, the opportunity for venture philanthropy to implement risk-informed programmes at a global level that secure human and economic potential in a variety of areas, including but not limited to early childhood development and economic inclusion of refugees.

Over recent years, Generali has made a significant contribution to the global dialogue on sustainability, for example at the European Commission's Sustainable Investment Summit and the G20 Climate Conference in Venice. Here, the Group launched the goals of the Net Zero Insurance Alliance (NZIA), of which it is a founding member, pledging to transition insurance portfolios to net-zero greenhouse gas emissions by 2050 to contribute to achieving the goals of the Paris Climate Agreement.

UNDP works in about 170 countries and territories, helping to eradicate poverty, reduce inequalities and exclusion, and build resilience so countries can sustain progress. As the UN's development agency, UNDP plays a critical role in helping countries achieve the SDGs. UNDP is deeply committed to sustainable finance as an accelerant in reducing vulnerability. Generali shares with UNDP the belief in the role of insurance-related solutions to deliver risk-informed, sustainable development in the face of resource scarcity, climate change, natural hazards, pandemics, and malicious actions.

David Chipperfield Architects

Since its foundation in London in 1985, David Chipperfield Architects has won numerous international competitions and built over 100 projects worldwide. The practice's diverse body of work includes cultural, residential, commercial, and educational buildings, as well as civic projects and urban masterplans. Offices in London, Berlin, Milan, and Shanghai contribute to the wide range of projects and typologies. Together, the four offices drive common architectural ambitions and share a commitment to the collaborative aspect of creating architecture.

The practice's work is characterised by meticulous attention to the concept and details of every project, and a relentless focus on refining design ideas to arrive at a solution which is architecturally, socially, environmentally, and intellectually coherent.

Among the practice's major completed works are the rebuilding of the Neues Museum and the new-build James-Simon-Galerie, both on Museum Island in Berlin; a new building for the Kunsthaus Zürich in Switzerland; the reconfiguration of the Royal Academy of Arts in London; the refurbishment of the Neue Nationalgalerie in Berlin; the Amorepacific headquarters building in Seoul; a mixed-use tower overlooking Bryant Park in New York; a laboratory building on the

Novartis campus in Basel; an MBA building for the HEC Paris School of Management; Museo Jumex in Mexico City; the One Pancras Square office building in London; a new campus for the practice in Berlin, and the recovery of the Procuratie Vecchie in Venice.

Ongoing current projects include the transformation of the former US Embassy building in London, a high-rise headquarters for Rolex USA in New York; a new music venue in Edinburgh; a mixed-use commercial tower in Hamburg; a university campus in Padua.

David Chipperfield Architects has won more than 100 international awards and citations for design excellence, including the RIBA Stirling Prize for The Museum of Modern Literature in Marbach, Germany, and both the Mies van der Rohe Award (European Union Prize for Contemporary Architecture) and the Deutscher Architekturpreis for the Neues Museum in Berlin. David Chipperfield received the 2011 RIBA Royal Gold Medal and the Japan Art Association's Praemium Imperiale in 2013, both given in recognition of a lifetime's work.

To download David Chipperfield Architects Milan's Press Kit of the Procuratie Vecchie, please click [here](#).

Edoardo Tresoldi

Edoardo Tresoldi explores the poetics of the dialogue between human beings and the landscape, using the language of architecture as an expressive tool and as a key to reading space. The artist plays with the transparency of wire mesh to transcend the spatiotemporal dimension and narrate a dialogue between art and the world, a visual synthesis revealed in the fading of the physical boundaries of his works.

Born in Milan, Tresoldi moved to Rome after art school, working in the fields of sculpture, stage design and the cinema, where he developed a heterogeneous approach to the arts. The sculptor recognized the contrasts of the contemporary landscape as his *Genius loci* and identified the cross-fertilization of ideas and influences as the founding principle of his work.

Since 2013 he has produced installations in public spaces, archaeological sites, festivals and exhibitions around the world. In 2016, in collaboration with the Italian Ministry of Culture, he realized a work for the archaeological site of the Early Christian basilica of Siponto, a unique convergence between contemporary art and archaeology that was awarded the Gold Medal for Italian Architecture.

In 2018 the artist produced "Etherea" for the Coachella Valley Music and Arts Festival in the USA. In 2019 he presented "Simbiosi" in the prestigious context of Arte Sella and founded STUDIO STUDIO STUDIO, an interdisciplinary lab that supports artists, public art projects and

contemporary art production. In 2020 he inaugurated a permanent installation called “Opera” in Reggio Calabria, Italy.

Dialogue Social Enterprise

The mission of Dialogue Social Enterprise (DSE) is to change the perception of disadvantaged groups and facilitate social inclusion of vulnerable people through exhibitions and workshops. Over the last thirty years DSE has focused on blind, deaf and elderly people. The exhibitions *Dialogue in the Dark*, *Dialogue in Silence* and *Dialogue with Time* are platforms for encounters between blind and sighted, deaf and hearing, old and young people. They are designed as immersive environments (total darkness or with strong sound-cancellation) to generate an open-minded exchange between people who would not normally meet.

The initiatives offer a chance to recognize the potential of people regardless of age or disability and lead to shift of perspectives. Empathy is generated, which is the most important objective to overcome social gaps and correct myths and misconceptions. To gain global outreach DSE developed a social franchise system, which could be implemented in almost 50 countries. From 2009 to 2019 eight million people experienced Dialogues, and 6.000 jobs for people with disabilities were created on all continents.

Orna Cohen is the curator of “A World of Potential”. She is the enabler, creator, and developer of all Dialogue Experiences. She believes in experienced-based learning and keeps developing methods to design exhibitions into transformative learning experiences. Before she co-founded Dialogue Social Enterprise, Orna created several renowned interactive exhibitions, such as the La Cité des Enfants - a 4000 sqm interactive exhibition for children at La Cité des Sciences et de l'Industrie in Paris. She received the prestigious award "Chevalier de l'ordre des Arts et des Lettres" by the French Government due to her contribution to science and technology education.

Notable recent awards for DSE include the 2017 Mariano Gago Ecsite Sustainable Success Award, the 2012 ESSL Foundation award and the 2009 Global Award Winner for Best Innovative & Out-of-comfort-zone event by YPO.

Rampello & Partners Creative Studio

Under the direction of Davide Rampello, for years now the Rampello & Partners Creative Studio dedicates its own resources and competences to the conception and production of special communication projects, installations, exhibits, events, festivals and cultural initiatives for companies, public and private institutions, universities, in Italy and abroad. It translates stories into immersive experiences by designing narrative and exhibition concepts that merge the languages of theatre and scenography with the most advanced technologies of engagement

and immersive entertainment, ultimately providing experiences capable of transmitting emotions and content to any kind of audience.

Content is greatly considered, as the exclusive space dedicated to its analysis, study, research, deepening, and narrative expression are the foundation of every story.

Among Rampello & Partners Creative Studio's numerous projects, the planning expertise of the creative studio has led to the creation of the Pavilion Zero at Expo 2015 – where the history of mankind was displayed through the arts of cultivating and farming in a space of 10,000 square meters – and of the concept design of the Italian Pavilion at Expo Dubai 2020, a full-fledged manifesto of the excellences of Italian craftsmanship within art, industry and technology; it has enabled the successful curation, in occasion of the 2017 MFW, of Milano XL, a project created in collaboration with MISE, ICE, Confindustria, Fondazione Altagamma and the Municipality of Milan, which has introduced the general public to the creativity and the craftsmanship of top-quality production lines through the exhibition of six monumental scenic and narrative installations dislocated in several spots of the city; it has allowed the studio to join the 57th Biennale d'Arte of Venice in collaboration with the Palace Museum of Beijing through the curation of Memory & Contemporaneity: an exhibit on memory, on the value and destiny of art in contemporary China; it has led the studio to the conception of the multimedia installations Designo and La Scatola Magica, designed and produced for the 2019 and 2020 editions of the Salone del Mobile Milano.

Davide Rampello: Creative Director Rampello & Partners Creative Studio

Davide Rampello is a curator, artistic director, manager, and cultural consultant. Over the years, he has curated important exhibits in several exhibition sites, such as the Biennale and the Gallerie dell'Accademia of Venice and has curated the artistic direction of nationally and internationally renowned events and cultural manifestations like the Carnival of Venice, the Italian Pavilion at Expo Shanghai 2010, the Pavilion Zero at Expo Milan 2015, and the Italian Pavilion at Expo Dubai 2020. From 2003 to 2011 he has been president of the Triennale of Milan. Today he is the creative director of the Rampello & Partners Creative Studio which deals with the production of exhibits, events, and cultural communication projects. In the academic field he has been and is currently teaching courses on the organisation of artistic and cultural events and on the valorisation of the territory at the universities of Padua, IULM, and the Milan Polytechnic.

Migliore+Servetto

Migliore+Servetto is an Italian architecture studio based in Milan and founded by Ico Migliore and Mara Servetto in 1997. It has developed over 500 projects for more than 130 companies and institutions in 18 different countries, receiving prestigious international recognitions,

including 3 Compasso d'Oro ADI awards, 2 German Design Award (De), 3 FX Interior Design Award (UK), 11 Red Dot Design Award (De), 2 International Design Award (USA).

Migliore+Servetto boasts undisputed expertise in the design of branding projects and narrative spaces and are engaged at every level, from interior design to graphics, from exhibition design to videos and multimedia. Light and technology are used as expressive tools in three main fields: cultural, branding and urban. Their design practice is accompanied by the research and teaching activities they carry out internationally: Ico Migliore is Professor at the Design Department of the Politecnico di Milano and Chair Professor at the Dongseo University in Busan (South Korea); Mara Servetto is Visiting Professor at Joshibi University in Tokyo.

In parallel to The Human Safety Net at Procuratie Vecchie in Venice, the Studio is currently engaged in the construction of the Museum of the City of Genoa in the sixteenth-century Loggia dei Banchi, and it was commissioned by Lendlease to carry out the art direction of all the urban interventions in the public areas of Mind-Milano Innovation District (ex-Expo 2015 area).

Some of the interventions on the main cultural destinations in Italy and Europe bear the signature of Migliore+Servetto, such as the Egyptian Museum in Turin, the Miramare Museum in Trieste, the Chopin Museum in Warsaw and the ADI Design Museum in Milan. Their memorable installations include the tricolour rings of light on the Mole Antonelliana in Turin for the 150th anniversary of the Unification of Italy and, in the same city, the dynamic α -chromatic light structure in the Intesa Sanpaolo skyscraper by Renzo Piano.

Over the years, global luxury, technology, design, automotive and publishing companies have entrusted the firm with their projects, such as Tod's, Giorgio Armani, Adidas, Fila, Samsung, Whirlpool, B&B Italia, Boffi, Lexus, Fiat, Bombardier, Mondadori, the New York Times and Wallpaper*. A significant example is the international travelling exhibition "Coats!" for Max Mara: launched in 2006 in Berlin, which had stops in Tokyo, Beijing and Moscow, before arriving in Dongdaemun Design Plaza (DDP) in Seoul in 2017.

Within the sphere of urban design, the Studio has carried out distinctive projects such as the Blue Line Park created in Busan (South Korea) in 2020, a linear public park with a strong experiential connotation, overlooking the sea and created by converting 5 km of abandoned railway lines. This project was awarded the City_Brand&Tourism Landscape Award 2021 and is a finalist in the Public Space category of the FX International Design Award 2021 (UK).

Atelier dell'Errore BIG (AdE BIG)

Atelier dell'Errore BIG (AdE BIG) is a collective established in 2018 as a social enterprise dedicated to the visual arts. Housed in the Maramotti Collection of Reggio Emilia, it is made up of a group of artists formed as part of the Atelier dell'Errore project, founded in 2002 by the visual

artist Luca Santiago Mora with the aim of putting artistic practice at the child neuropsychiatry service of the Reggio Emilia and Bergamo Hospital.

illycaffè

illycaffè is an Italian family-owned company, founded in Trieste in 1933. Its mission has always been to offer the best coffee to the world. illycaffè produces a unique 100% Arabica blend, combining 9 of the best varieties in the world, selected by illycaffè: every day 8 million cups of illy coffee are served in over 140 countries around the globe, in the cafés, restaurants and hotels, in single-brand cafés and shops, at home. As a result of its innovations, illycaffè contributes to the coffee technology progress at global level.

In 1991, the “Premio Ernesto Illy de qualidade sustentavel do café para espresso” was launched in Brazil for quality espresso coffee. illycaffè has contributed to the sharing of the know-how, paying growers a premium price for the best quality selected by illycaffè. Since 2016, with the “Ernesto Illy International Coffee Award”, the company has celebrated coffee growers all over the world that, according to illy, have produced the best sustainable coffee. Since 2013, the company has been in the list of the World Most Ethical Companies. In 2019, it enhanced its commitment to pursue a sustainable business model integrating the interest of people with the environment, adopting the status of Società Benefit (Benefit Company) and adding this commitment into its own bylaws. In 2021, illycaffè was the first Italian company in the coffee sector to obtain the international certification as B Corp because of its commitment to comply with the highest standards of social and environmental performance.

The company also founded the University of Coffee, which has the objective of sharing culture at all levels, offering a comprehensive and practical training to growers, baristas and coffee lovers. Everything that is “made in illy” is about beauty and art, the founding principles of the brand, starting from its logo, designed by artist James Rosenquist, up to illy Art Collection cups, decorated by over 100 international artists. There are 261 illy single-brand shops in over 40 countries all over the world.

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Venice Theater Puppets

Atelier Colla

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