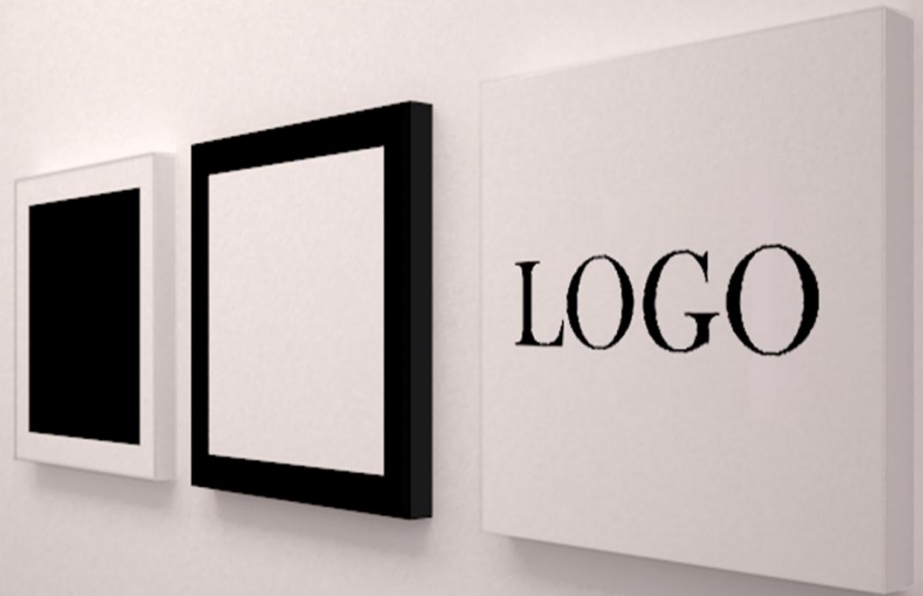




pptArt

**is a brand and
communication agency
working exclusively
with artists**

January 2018





MECENATI OF THE XXI CENTURY - 2017

At the presence of President Mattarella



LUISS BUSINESS SCHOOL

Ministero dei beni e delle attività culturali e del turismo

MUSEIMPRESA

ALLES

CONFINDUSTRIA XV Settimana della Cultura d'Impresa

ppt Art

CORPORATE ART AWARDS® 2016

The best practices in the collaboration between the Corporate and Art world

AMERICAN EXPRESS

AMERICAN EXPRESS

Main Sponsor

UNILIVO

GENERALI

RENAULT

BANCA SISTEMA

GRUPPO CIMBALI

Deutsche Bank

CORPORATE ART AWARDS 2016
The Awards for the best Corporate Art projects

OSRAM

LAVAZZA

CAMPARI

Coca-Cola

SHISEIDO

ING

Coca-Cola

SHISEIDO

GENERALI

RENAULT

OSRAM

GALLERIA NAZIONALE ARTE MODERNA

Corporate Art exhibit



Galleria Nazionale Arte Moderna partnered with pptArt to organize the first **Corporate Art** exhibit in Rome in the period 26 June - 11 October 2015. **30 companies** and 80 artists participated. All major Italian newspapers covered the event.

Corporate Art Exhibit





Food and Agriculture
Organization of the
United Nations

FAO AWARDS
working for ZERO HUNGER

FAO Awards

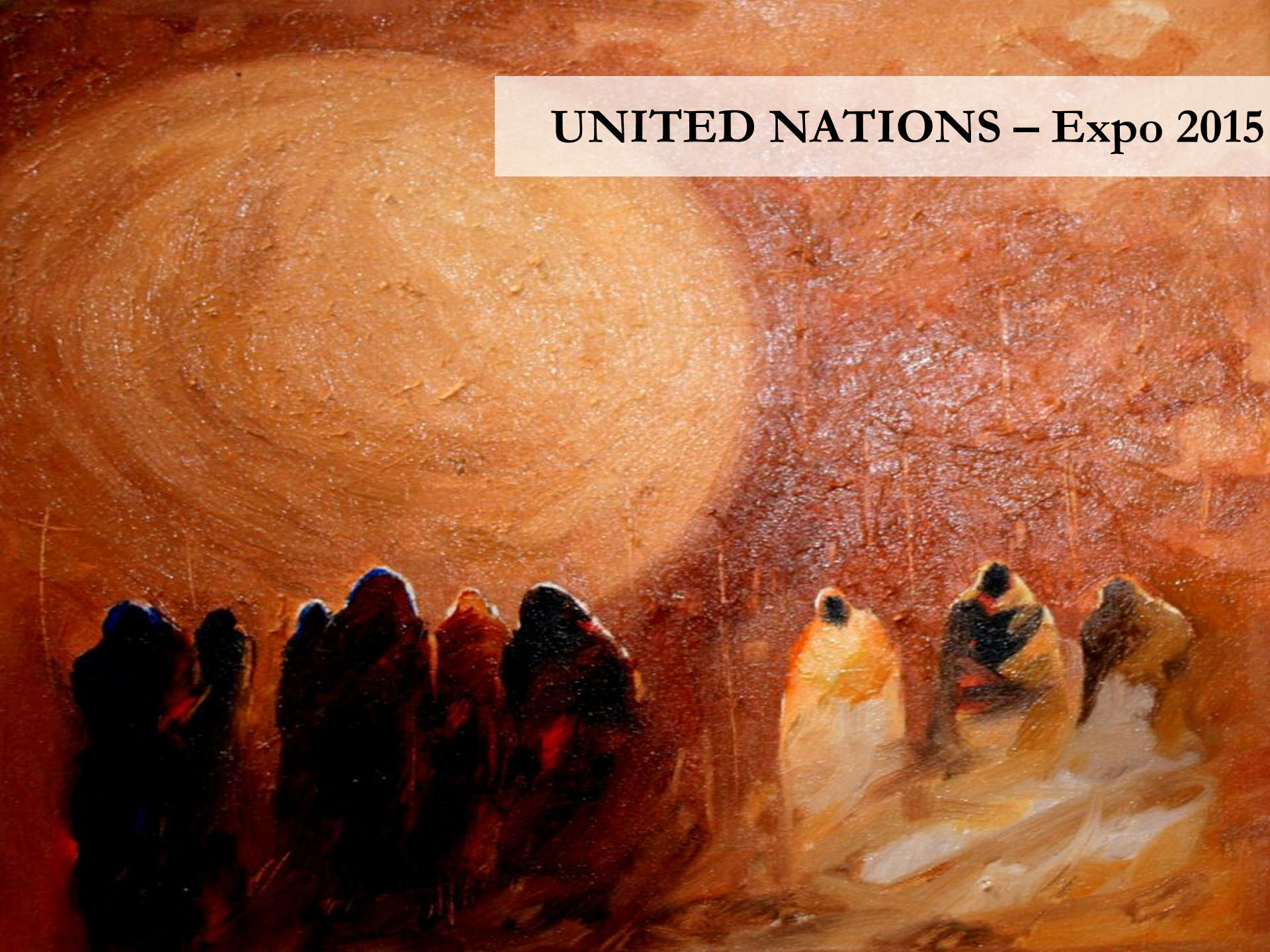




FAO Awards

The Malaysian artist Anniketiny Madian was chosen to create the 9 Awards commissioned by FAO

UNITED NATIONS – Expo 2015





Ufuoma Isiywe Peter learned fine arts and graphics in an art studio. He studied Fine and Applied Arts at Nnamdi Azikiwe University, Awka, and specialized in painting.



For their participation at the **Milan Expo 2015**, the **United Nations** have chosen the universal language of art for the interpretation of the pillars of the **“Zero Hunger Challenge”**. pptArt received over 1.000 proposals from 220 artists from 66 countries.



Peeping Beauty II
Ufuoma Isiywe Peter (Nigeria)
Oil on canvas



She joined the Blender Art Gallery in Perth, Australia where she lived for about 10 years and she participated in their annual exhibitions held for residents.



Her compositions complement the dynamism of her women figures, reassuring our soul with their serenity. Bharti is a student of the National Institute of Design (NID) in Ahmedabad. Design has helped her impart unique and empathetic perspective to painting.



Angie Del Riego is a Dominican multidisciplinary artist who has the ability to combine music, art and poetry, that reflect her cultural roots and her love for humanity.



POSTE ITALIANE

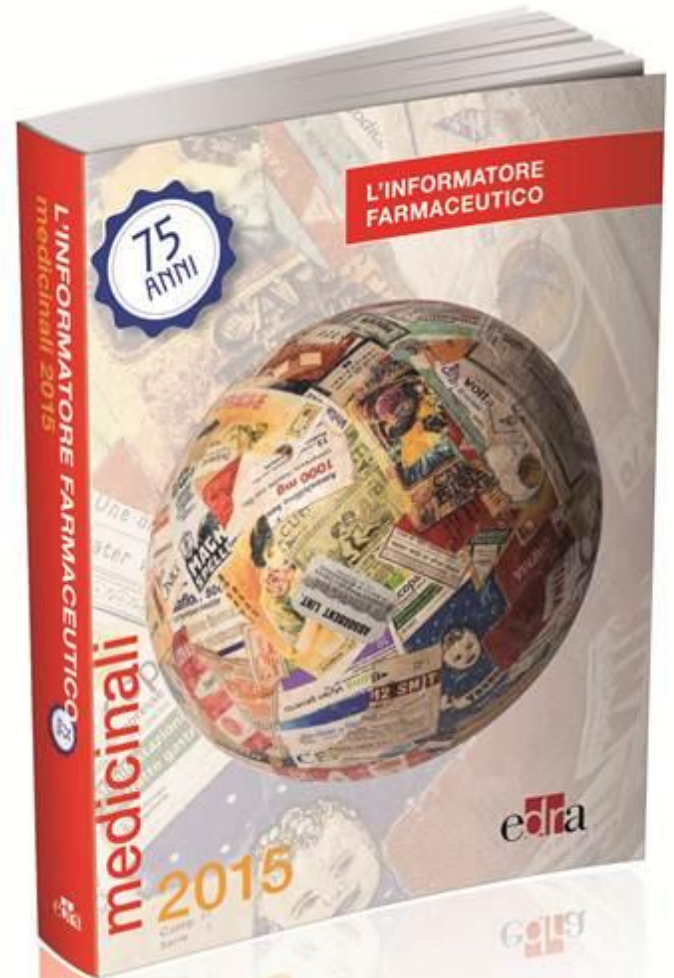
22 Post offices with Street Art



ENEL - New Logo campaign



EDRA



Cover of the Informatore Farmaceutico



MANAGEMENT TEAM



TG2



Rai 1 – Uno Mattina

PRESS



CBS News



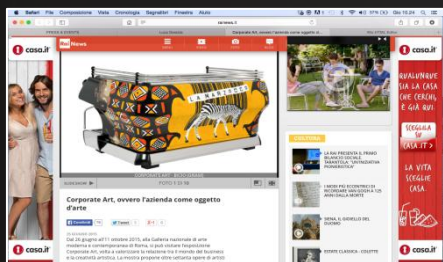
Il Messaggero TV



AdnKronos



Artribune



Rai News



Repubblica



Corriere Economia



The Art Newspaper



Corriere Innovazione



Corriere della Sera



Corriere Innovazione



Repubblica



About pptArt

pptArt is a brand and communication agency working exclusively with artists. It leverages the first crowdsourcing platform in the world for art projects.

The **unique innovation** proposed by pptArt is the return to the Renaissance concept of Commissioned Art: the Artist offers his talent and creativity for the interpretation of the Client's communication needs clearly expressed in a defined "brief".

To be part of the network, the Artist has to sign the pptArt Manifesto and has to guarantee proven qualitative standard and experience level.

The pptArt **Manifesto** has been subscribed by over 2.300 Artists from 72 countries. It maintains that the Corporate World can be the object of Art.

The standard pptArt process is an "international **contest of artists**" which allows the client to choose among hundreds of proposals



About pptArt

pptArt has evolved into a **brand and communication agency**. It has built a strong image in the market thanks to several artistic partnerships with reputable companies and institutions:

- With the **Presidency of the Italian Republic** and the **Ministry of Culture** for the organization of the international **Corporate Art Awards**
- The **United Nations** for their participation to the **Milan Expo 2015**
- **FAO** for the realization of the **FAO Awards**
- **Galleria Nazionale d'Arte Moderna** for the “Corporate Art” exhibit
- **American Express** for a unique art proposal for their top clients
- **LUISS Business School** for a “Corporate Art” course

« pptArt is the Web 2.0 version of the Renaissance concept of commissioned Art »

CORRIERE DELLA SERA

« [...] fulfills the needs of a wide range of users (both companies and individuals) willing to commission a piece of Art but who have no easy access to the Art world»

la Repubblica
AFFARI & FINANZA

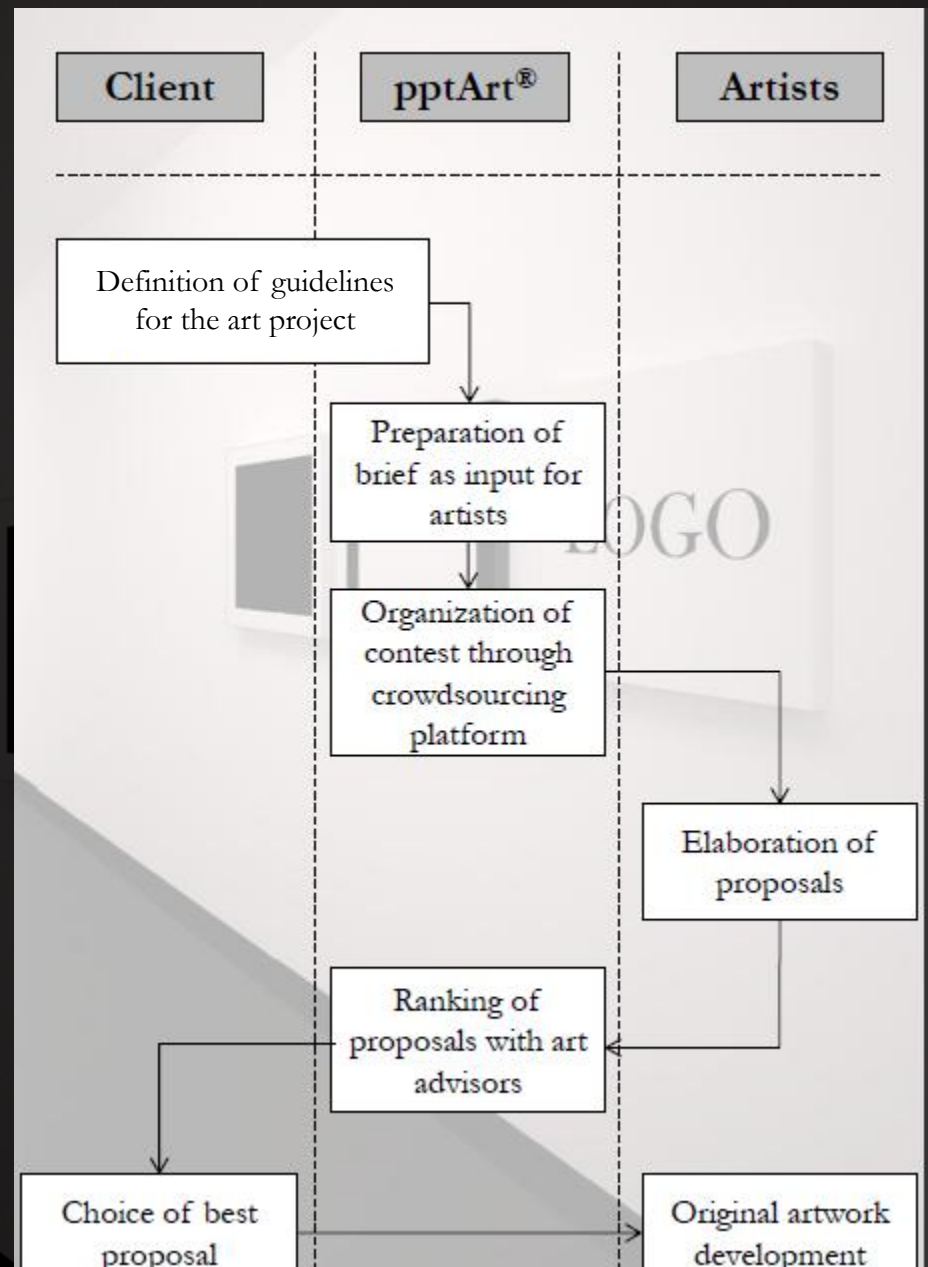


The process

Immediate access to unlimited artistic creativity

Full support by our Art Advisors for the elaboration of the brief and the evaluation of the artistic proposals

Rapid responses: between 2 and 4 weeks



The brief

PROJECT SUMMARY

Project description	Realization and delivery of a work of art for the celebration of a 10-year wedding anniversary.
Type of work and dimensions	Painting 2m x 3m (max)
Max. Budget	€ 2.000
Deadline for draft proposal submission	Sept. 30 th 2014

TECHNICAL SPECIFICATIONS

Preferred shape	Any shape (rectangular, square, tryptich, four quadrants, etc). Avoid round and oval shapes.
Preferred technique	Oil on canvas. The painting must show technical mastery and attention to details.
Colors	Bright and lively colors preferred. A touch of orange color recalling the niches in the library.
Subject	Free. Abstract is ok but with a certain order. The photographs of the family are provided in the attachment but do not necessarily have to be represented. They are rather a cue for inspiration.
Feelings to be represented	Feeling of stability, security and mutual reliability after a 10-year wedding and a 21-year relationship. Long and sometimes difficult journey of mutual change, maturation and discovery. Personal growth within the relationship. Happiness and joy from the birth of their two twin 5-year old daughters. Leisure travels as a way to discover new things, places and cultures. They are trying to transmit this passion to their daughters, too. Team play and the ability of interchangeable roles depending on the various needs and demands: this brings a deep balance and a continued incentive to improve. Neither is dependent on the other but there is an absolute determination and desire to be together, to lean on and support each other in major daily challenges. Remaining united and accomplices is fundamental to overcome small and big problems.

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the sofa in the

draft proposals. A following items: work in digital form. tied by an existing work will look like

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TO BE PLACED



placed in the painting)





Our services

- ✓ Organization of Art-based events, communication and brand projects.
- ✓ How Art can enhance **Marketing Campaigns**:
 - ✓ Engage your customers and drive traffic to your website! Ask them to take a selfie while using your products with their friends or partner. The best photo will become a work of art (sculpture or portrait)
 - ✓ Loyalty programs: our glass and metal Artists can create unique works of Art for your loyalty program
 - ✓ Printed advertising: tired of the usual graphic design, illustrators and photographers? Create artistic images through our pool of over 2,000 artists
- ✓ **When Packaging becomes Art**: an extraordinary creative contribution to the design of a brand new *packaging*