

JTI and FAI join forces again on an innovative project
of major social importance

The partnership renewed until 2018 to promote Villa Panza and its collection in Varese

#BeneFAIpertutti

Varese, November 3, 2016 – **JTI (Japan Tobacco International)** has renewed its five year collaboration with **FAI (Fondo Ambiente Italiano)** since 2018 to enhance and promote cultural activities at the Villa Panza and Collezione Panza in Varese and to guarantee access to the property, one of Italy's most important residences globally renowned for its collection of American contemporary art, for a wide and diversified public.

During today's presentation of the exhibition "**Robert Wilson for Villa Panza. Tales**" with the works of American artist Robert Wilson from November 4, 2016 to October 17, 2017 at Villa Panza, JTI confirmed its commitment to support **the innovative and experimental project "Bene FAI per tutti"** that will **guarantee the access to FAI's collections and cultural events for the cognitively challenged**, who frequently encounter difficulties in this area.

Developed with the support of the non-profit **L'Abilità Onlus** and **Fondazione De Agostini**, the objective of this initiative is to enable everyone to visit the prestigious collections of **Villa Panza in Varese**. Under the aegis of this program, JTI and FAI will also collaborate in **Villa Necchi Campiglio in Milan** to train guides and develop special tours of the permanent collection of these residences of great symbolic and cultural value. JTI will continue working with FAI under the framework of this agreement which, in the coming years, will be extended to other FAI heritage sites across Italy.

Piercarlo Alessiani, Chairman and CEO of JTI Italia remarked that "*For our company, the partnership with FAI has always been an opportunity for mutual growth, as well as representing a source of satisfaction. The ability to look ahead and see beyond the mere partnership, the value of collaborating to build together something that is meaningful for our society, is a challenge that JTI is undertaking with its major cultural partners in Italy and in the world. The*

aim of this project is to generate an innovative cultural offer, promoting social change in the area of a theme of growing importance”.

Since 2012, JTI has supported FAI by actively working to promote the Panza Villa and its Collection in Varese, one of the Foundation's most prestigious and extraordinary properties, ensuring the preservation of its heritage, enriching the permanent collection and supporting high profile exhibitions. Originally conceived to establish a hub for contemporary art in Italy, the partnership has focused on cultural accessibility-related projects with the goal of making heritage sites more widely known. JTI has recently developed projects aimed to promote access to culture and arts by the disadvantaged or physically disabled, with most of its partners as Biennale di Venezia, Teatro alla Scala Museum and Cenacolo Vinciano.

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