

Venice, Island of San Giorgio Maggiore

The New “Friends of the Fondazione Giorgio Cini”

The Fondazione Cini has launched a new patronage project to involve an increasing number of people in their activities and in supporting their cultural programme

There are 6 types of subscription, varying according to financial commitment and age, lasting for a period of 12 months. The benefits include discounts at the San Giorgio Café and free admission to exhibitions and concerts

Venice, 2 July 2019 - “**Add your own piece to a beautiful mosaic: become a Friend of the Fondazione Giorgio Cini**” is the motto accompanying **the launch of a new patronage programme** addressed to all those people who enjoy coming to the Island of San Giorgio Maggiore and share its mission and values. On the strength of a tradition for philanthropy begun in 1951 by Vittorio Cini and already the basis of large donations, for the first time the Fondazione Cini is also appealing to all individuals who want to play an active role by participating in and supporting its projects. **Friends for 12 months** - the duration of the subscription - will enjoy the many benefits of a card that is both digital and physical, such as free admission to the **Palazzo Cini Gallery**, **guided tours** on the Island of San Giorgio Maggiore, tickets for **concerts at the Auditorium “Lo Squero”**, dedicated events and visits, discounts at the **San Giorgio Café** and special rates at the **Garage San Marco** in Piazzale Roma.

The complete list of benefits can be consulted at www.cini.it/friends, where you can also to subscribe to the programme.

*“The Fondazione Cini was originally a sort of fortress, which could only be visited by a privileged few” - explains Secretary General **Pasquale Gagliardi** – “and was not open to the public. Few people knew its treasures and in these long years we have worked to make this place ‘experienceable’ by proposing an increasingly rich*

programme of events open to all and, most importantly, free. The desire to maintain this kind of free access prompted us to create the Friends of the Fondazione Giorgio Cini. In our sponsoring programme, each “Friend”, through his or her own contribution, will become part of a great example of Venetian cultural excellence by, as our slogan says, ‘adding their own piece to a beautiful mosaic’.”

Friends can choose the amount they wish to pay by credit card after completing the online form and selecting one of the 6 categories: **Young** (under 25) – €25; **Friend** – €60; **Duo** (for 2 card holders) – €95; **Family** (two adults with two under 18s) – €100; **Patron** – € 500; and **Benefactor** – €1,000 (for the most generous supporters). These various options have been specifically designed to match the different ways of visiting the Foundation and attending its events. Cards can also be gifted to one or more people.

For **young people**, two types of “friendship” have been created: **under 18 year-olds** can take their first steps in the Foundation with their parents thanks to a single **Family card**; then, **up to the age of 25**, as young adults, they will be able to independently support the Foundation and become active members of the community with the **Young card**, which also offers dedicated events.

The subscription is considered to be a donation and as such tax-paying residents in Italy can enjoy tax deductions of 19% off the total amount paid for membership.

For almost seventy years the **Fondazione Giorgio Cini** has been committed to developing an ambitious model of patronage, based since its creation on its numerous activities and very rich collections, as stipulated by the **family of Vittorio Cini**, and with the invaluable support of companies and individuals. Their generous donations have contributed over the years to funding the overall running of the Foundation. But they have also enhanced its collections and its programmes of events with new archival, artistic or technological resources, through donations and bequests to the Foundation’s Library, Centres and Institutes, thus providing inexhaustible sources of study for researchers, scholarship-holders and specialists.

More partnerships will enrich the programme in the future, offering additional benefits and specific support for individual projects. Information about them will be shared through the Foundation’s communications material, website and social

media.

For further information:

Fondazione Giorgio Cini onlus
Development Office
tel. +39 041 2710261
email: sviluppo@cini.it
www.cini.it

Press information:

Fondazione Giorgio Cini onlus
Press Office
tel. +39 041 2710280
email: stampa@cini.it
www.cini.it/press-release