

24 ORE CULTURA

EXHIBITIONS PROGRAM 2025 – 2026 | MUDEC AND PALAZZO REALE

EXHIBITION PROGRAM 2025 - 26

MUDEC AND PALAZZO REALE

MUDEC

20 march – july 2025

SPRING 2025

HERE THERE EVERYWHERE

25 September 2025 – 8 February 2026

AUTUMN 2025

M.C. ESCHER. AN ARTIST BETWEEN ART AND SCIENCE

SPRING 2026

Autumn 2026

AUTUMN 2026

HENRI MATISSE: OPEN WINDOWS

PALAZZO REALE

27 February – 29 June 2025

ART DÉCO. THE TRIUMPH OF MODERNITY

From January 2026

MACCHIAIOLI AND THE BIRTH OF UNITED ITALY

Autumn 2026

THE BRUEGHELS. THE ORIGINS OF PICTORIAL GENRES IN EUROPE

EXHIBITIONS PROGRAM 2025 - 2026

MUDEC, MILAN

24ORE
CULTURA



HERE THERE EVERYWHERE

Journey from muralism to street art and back

MUDEC, MILAN | 20 MARCH – JULY 2025

HERE THERE EVERYWHERE. Journey from muralism to street art and back

MUDEC | 20 MARCH – JULY 2025



**Journey theme:
explorers of time and space**



**Street Art as a vehicle for D&I
themes and ESG parameters**



**Street Art as a vehicle for Social
and environmental
transformations**



**Materials as the essence
of Street Art**



**Cross-Target appeal: a universal
and accessible language for
everyone**



**Themes and issues that resonate
with younger audiences**

HERE THERE EVERYWHERE. Journey from muralism to street art and back

MUDEC | 20 MARCH – JULY 2025

Street art has unequivocally established itself as one of the most significant expressions of contemporary art: democratic and inclusive, it has the capacity to engage a broad and heterogeneous audience. As one of the most pervasive art forms worldwide, urban art, through its universal language, captures the aspirations of communities and societies, becoming a spokesperson for urgent themes, particularly in social and environmental contexts.

The exhibition **HERE THERE EVERYWHERE** is part of the broader context of the year that the **Mudec** in Milan — the museum of explorers and world cultures — dedicates to the theme of travel. This subject will be explored through the works of several international artists, among the most significant on the contemporary scene, as modern explorers of time and space. The theme of travel will be examined from multiple perspectives: alphabets, the journey through space and time, the oneiric and fantastical journey, the memory of travel, and the return.



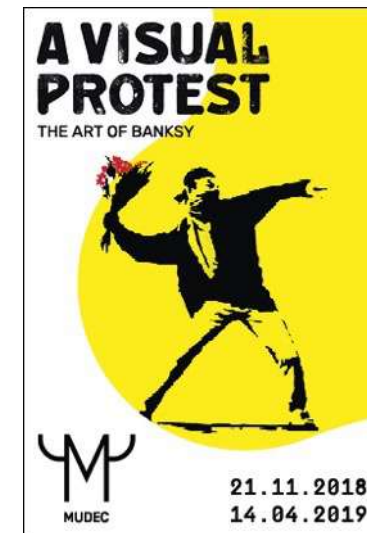
HERE THERE EVERYWHERE. Journey from muralism to street art and back

MUDEC | 20 MARCH – JULY 2025

The exhibition is part of an established trajectory that links 24 ORE Cultura with street art, a relationship expressed over the years through the organization of major exhibitions dedicated to the masters of urban art and leading contemporary street artists: from Basquiat to Keith Haring, from Banksy to Tv Boy.

This natural vocation towards urban art and public space interventions has, in recent years, enabled 24 ORE Cultura to collaborate with Public Institutions, particularly in the cities of Milan and Turin, in the activation or completion of urban regeneration processes through street art initiatives.

This same vocation characterizes the Mudec, which, in addition to boasting a strong connection with the world of urban art, hosts the Public Art Office, established with the aim of collecting and promoting the existing public art collection in Milan, while supporting and facilitating the realization of new urban art projects.



SPONSORING THE EXHIBITIONS

HERE THERE EVERYWHERE, MUDEC

SPONSORING THE EXHIBITION

HERE THERE EVERYWHERE

Logo's visibility in the colophon at the entrance of the exhibition and on all communication materials related to the exhibition, physical and digital where provided in the exhibition communication plan

Release in press kit

Visibility post on 24Ore Cultura's social media accounts

Dedicated promotions at the exhibition ticket office and bookshop (fees reduced by 10%)

Invitations to the exclusive opening of the exhibition

Free entrance tickets for company stakeholder

Guided tour of the exhibition at open Museum for up to 50 pax

Exclusive event with guided tour of the exhibition at closed Museum and space for convivial moment for up to 100 people*

SPONSOR



10

80

3

MAIN SPONSOR



15

100

3

1

* Catering and technical service charged to the client

ECONOMIC OFFER

HERE THERE EVERYWHERE

SPONSOR

40.000 €

+ VAT

MAIN SPONSOR

80.000 €

+ VAT



M.C. ESCHER. AN ARTIST BETWEEN ART AND SCIENCE

MUDEC, MILAN | 25 SEPTEMBER 2025 – 8 FEBRUARY 2026

M.C. ESCHER. AN ARTIST BETWEEN ART AND SCIENCE

MUDEC | 25 SEPTEMBER 2025 – 8 FEBRUARY 2026



Relationship between art, science, and innovation: mathematics, algorithms, and AI



Cultural cross-breeding as a source of inspiration for Escher



Fundamental role of Italy and the Mediterranean Basin in Escher's **inspiration**



The importance of **models** and **prototypes** in the artistic process



Design and graphics in Escher's works: from tessellation to mathematical composition

M.C. ESCHER. AN ARTIST BETWEEN ART AND SCIENCE

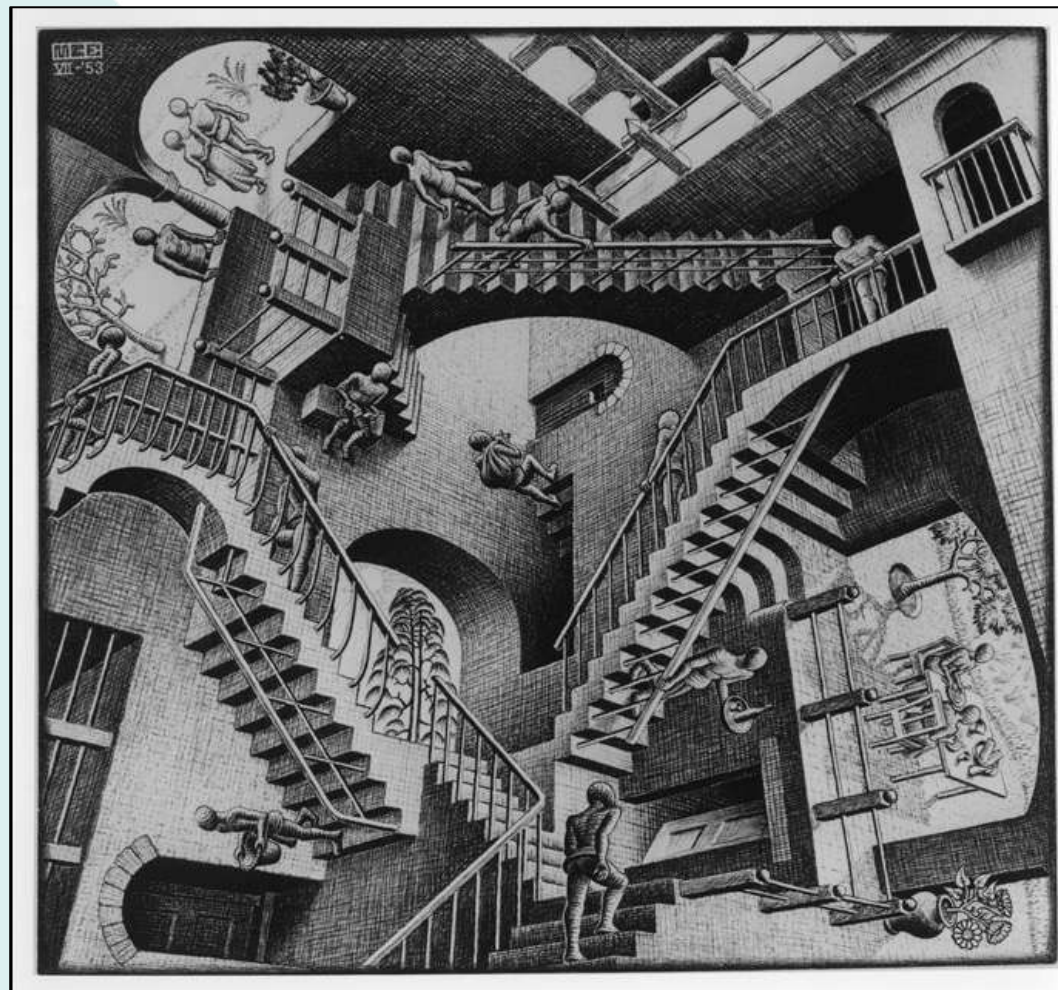
MUDEC | 25 SEPTEMBER 2025 – 8 FEBRUARY 2026

In collaboration with **Kunstmuseum den Haag** and **Fondazione Escher**.

Maurits Cornelis Escher (1898 – 1972) was a Dutch artist and printmaker, whose works, especially woodcuts and lithographs, made him one of the most famous graphic artists of the twentieth century.

His works are immediately recognizable for their tendency to depict so-called "impossible constructions», exploring the concept of infinity, the tessellation of planes and space, and the study of geometries and metamorphoses that gradually take on different and paradoxical forms. **These themes are presented in a profound dialogue between art and science, which the exhibition seeks to investigate.**

Italy, which Escher explored in depth and where he lived for many years, represented an extremely important source of inspiration for his artistic production, not only in terms of works directly related to the landscapes and architectures of the peninsula, but also in allowing the Dutch artist to delve into the vestiges of Islamic civilization still present in southern Italy, Inspiration, which will serve as a thematic focus of the exhibition at the Mudec.



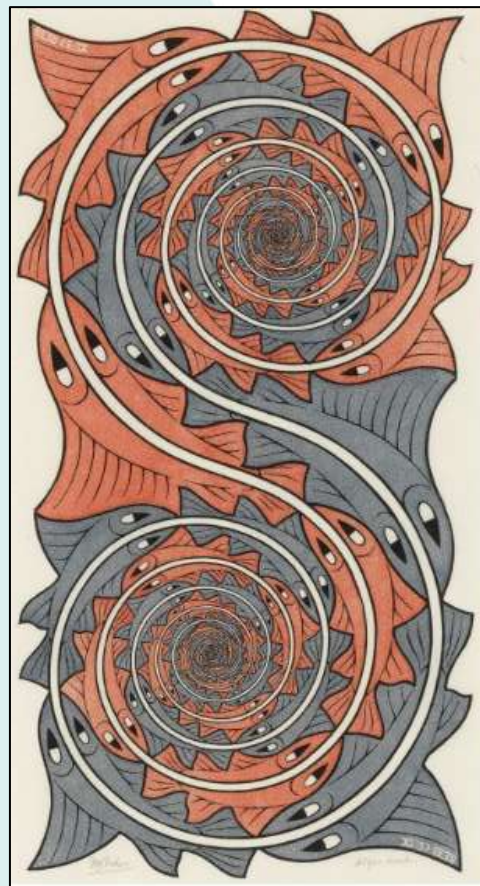
M.C. ESCHER. AN ARTIST BETWEEN ART AND SCIENCE

MUDEC | 25 SEPTEMBER 2025 – 8 FEBRUARY 2026

Although Escher's work is renowned worldwide, it is less widely known that Islamic art served as a significant source of inspiration for the Dutch artist.

The geometric motifs on the walls and ceilings of the Alhambra, which Escher meticulously observed and copied, inspired the creation of his distinctive "mathematical art", often rooted in tessellation, for which he remains primarily recognized today.

Escher's encounter with Islamic art occurred not only in Italy but also, and most notably, during his two visits to the Alhambra complex in Granada, southern Spain, particularly the second visit in 1936. This 14th-century palace complex is one of the most significant surviving examples of Islamic architecture in Europe, preserved despite the progressive "Reconquista" of the Muslim Moorish kingdoms of Andalusia by Christian Europe.



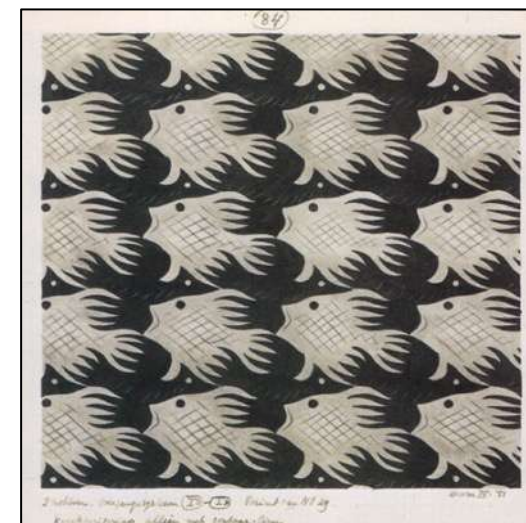
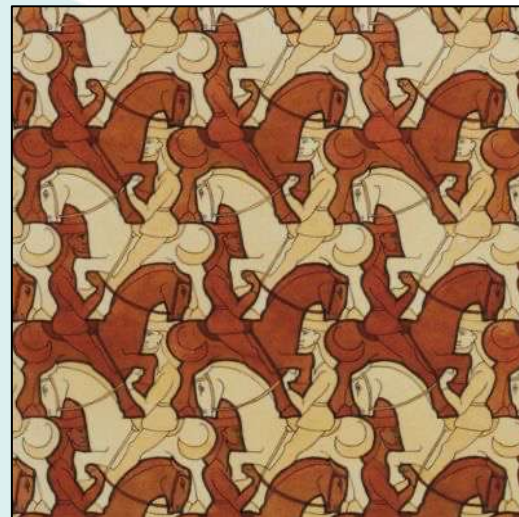
M.C. ESCHER. AN ARTIST BETWEEN ART AND SCIENCE

MUDEC | 25 SEPTEMBER 2025 – 8 FEBRUARY 2026

INFINITY

The repetition of forms over and over creates the illusion of infinity. Formally, a figurative motif can extend in all directions, and, although confined to a finite plane, there appears to be neither a beginning nor an end.

"If you want to represent an infinitely large number, you must resort to the gradual reduction of figures until, at least theoretically, you reach the limit of an infinitely small format," Escherer wrote. The Dutch artist felt compelled to incorporate this concept into his compositions. Through various manipulations of the image—ranging from reduction to metamorphosis, distortions, and the gradual transition from the abstract to the figurative—he achieved this effect of inexhaustible and, at times, paradoxical motion.



M.C. ESCHER. AN ARTIST BETWEEN ART AND SCIENCE

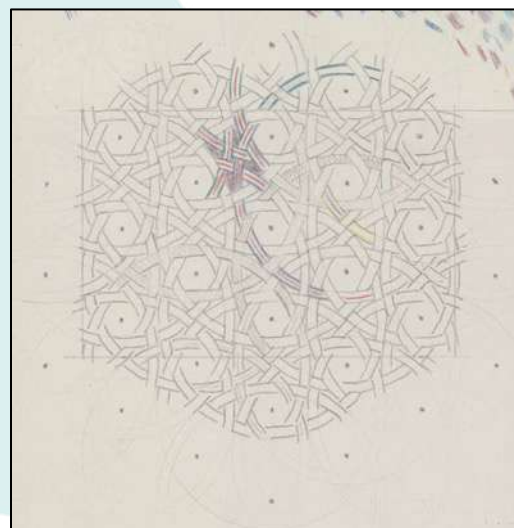
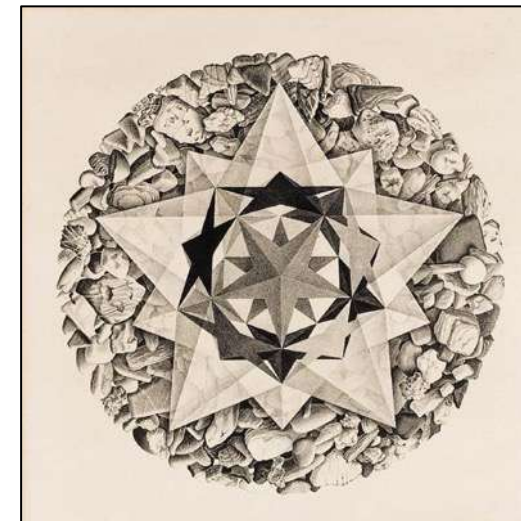
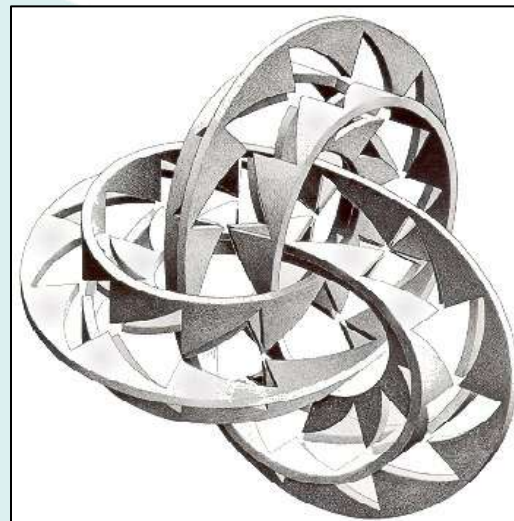
MUDEC | 25 SEPTEMBER 2025 – 8 FEBRUARY 2026

MATHEMATICS

The appearance of a tessellation depends on how shapes and methods of covering the plane repeat without overlapping, on their symmetry, and on the grid on which they are arranged. Various mathematical processes are at play in Escher's works. Shapes can shift (translational symmetry), rotate (rotational symmetry), be reflected (reflective symmetry), or combine these transformations in various ways.

Escher's study of mathematics, pursued as a self-taught individual and more on an experimental than theoretical level, greatly influenced the trajectory of his creations.

The Dutch artist maintained correspondence with several scientists of his time, and, additionally, his brother Berend, a professor of geology, introduced him to various studies on crystallography, which was then a part of the discipline.



M.C. ESCHER. AN ARTIST BETWEEN ART AND SCIENCE

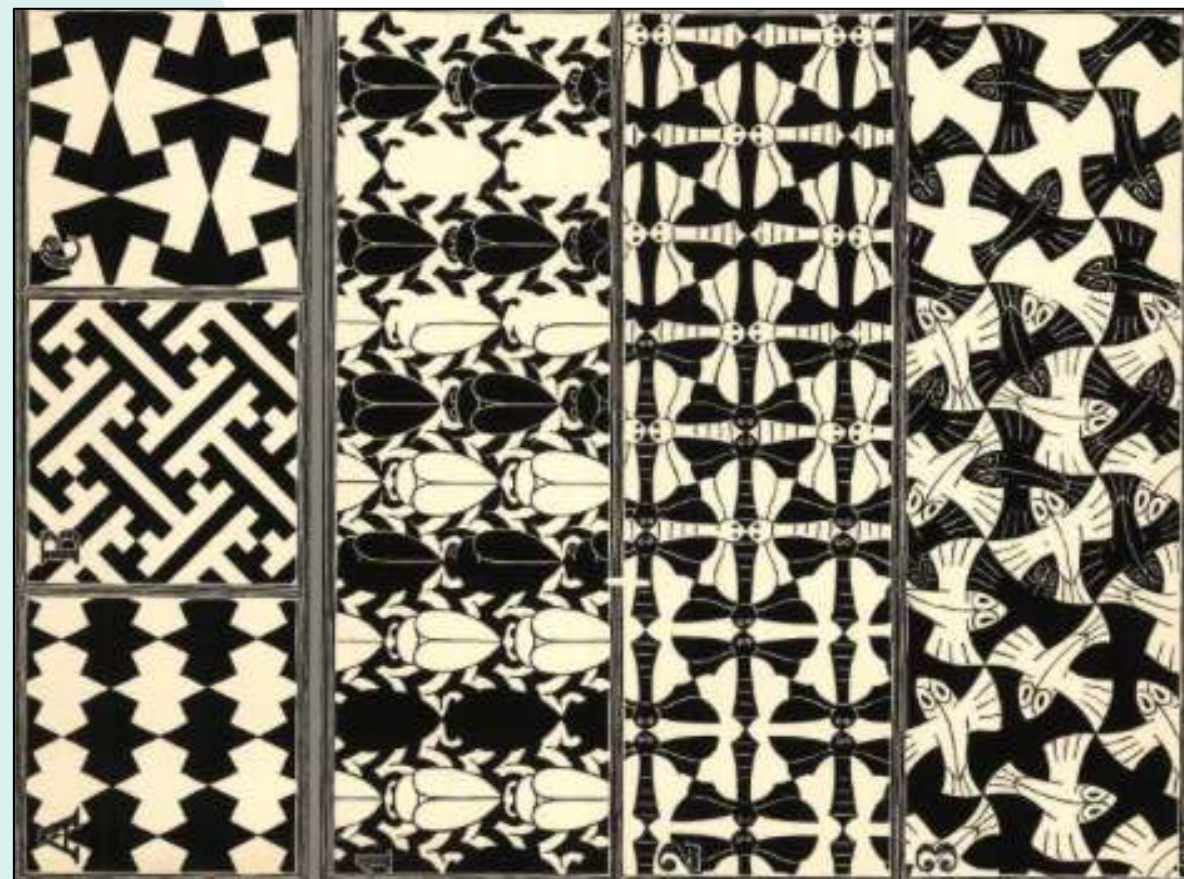
MUDEC | 25 SEPTEMBER 2025 – 8 FEBRUARY 2026

THE MODELS

A model is formed when a shape—whether geometric or figurative—is repeated continuously. This defining characteristic explicitly links Escher's lithographs with Islamic art.

In such art, for example, we find star motifs that arise from line-based games achievable with the ruler and compass, essential tools for their work. These decorative patterns were not only applied to walls and ceilings of buildings but also to objects, some of which will be featured in the exhibition.

Due to his limited knowledge of Islamic art, which was primarily based on buildings visited in Spain and Italy, Escher believed that Islamic tessellations consisted only of abstract-geometric patterns, excluding representations of people or animals. Therefore, Escher incorporated a variety of living creatures, such as fish and birds, as he believed these figures would enhance his models by ensuring easy recognition, thus making them more suitable for tessellation.



M.C. ESCHER. AN ARTIST BETWEEN ART AND SCIENCE

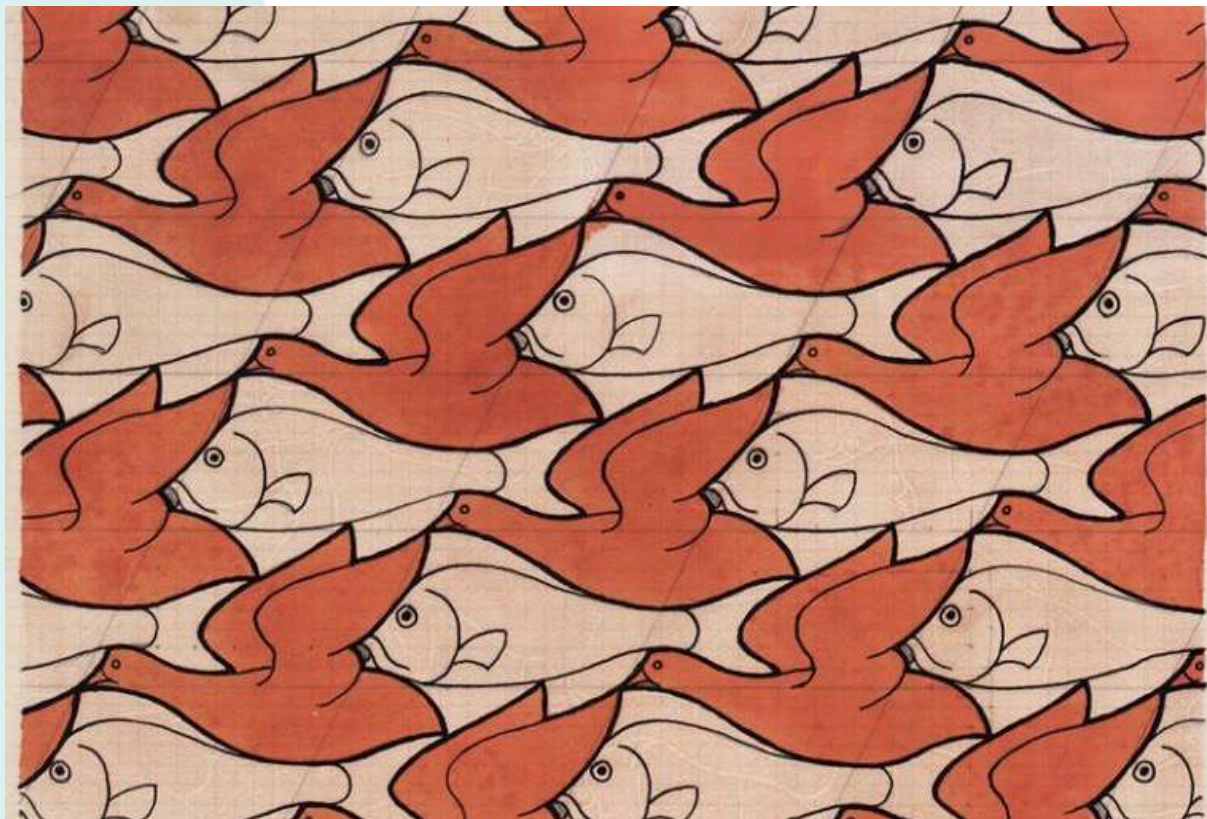
MUDEC | 25 SEPTEMBER 2025 – 8 FEBRUARY 2026

DESIGN

Escher and Islamic decorators utilized the same basic tools to design their patterns: compass and ruler. Before starting to work on a print, Escher would draw the grid and establish the symmetry, followed by the figures for tessellation, in order to develop the entire design.

The designers of abstract Islamic patterns likely approached their work differently: they created figures by drawing circles and lines and connecting the intersections. They would execute the simplest designs directly in buildings or on objects, while more complex patterns required specialized mathematical knowledge, meaning that design and execution were sometimes separate processes.

Escher, on the other hand, executed his designs independently, working with various graphic techniques such as lithography and woodcut. Each print demanded months of contemplation and extensive preliminary studies before it could be realized.



SPONSORING THE EXHIBITIONS

M.C. ESCHER. AN ARTIST BETWEEN ART AND SCIENCE, MUDEC

SPONSORING THE EXHIBITION

Logo's visibility in the colophon at the entrance of the exhibition and on all communication materials related to the exhibition, physical and digital where provided in the exhibition communication plan

Release in press kit

Visibility post on 24Ore Cultura's social media accounts

Short institutional text (mention) within the exhibition catalogue

Dedicated promotions at the exhibition ticket office and bookshop (fees reduced by 10%)

Invitations to the exclusive opening of the exhibition

Free entrance tickets for company stakeholder

Exhibition catalogues in homage for company stakeholder

1 guided tour of the exhibition at closed Museum for up to 50 pax

1 exclusive event with guided tour of the exhibition at closed Museum and space for convivial moment for up to 100 people*

1 space (Auditorium) for company meetings (including basic A/V service) in the sponsorship period

1 thank-you page on Il Sole 24 Ore, related to the sponsored project (institutional page, no product communication)

PARTNER



5

50

5



SPONSOR



10

80

10



MAIN SPONSOR



15

100

15



ECONOMIC OFFER

M.C. ESCHER. Un artista tra arte e scienza

PARTNER

50.000 €

+ VAT

SPONSOR

100.000 €

+ VAT

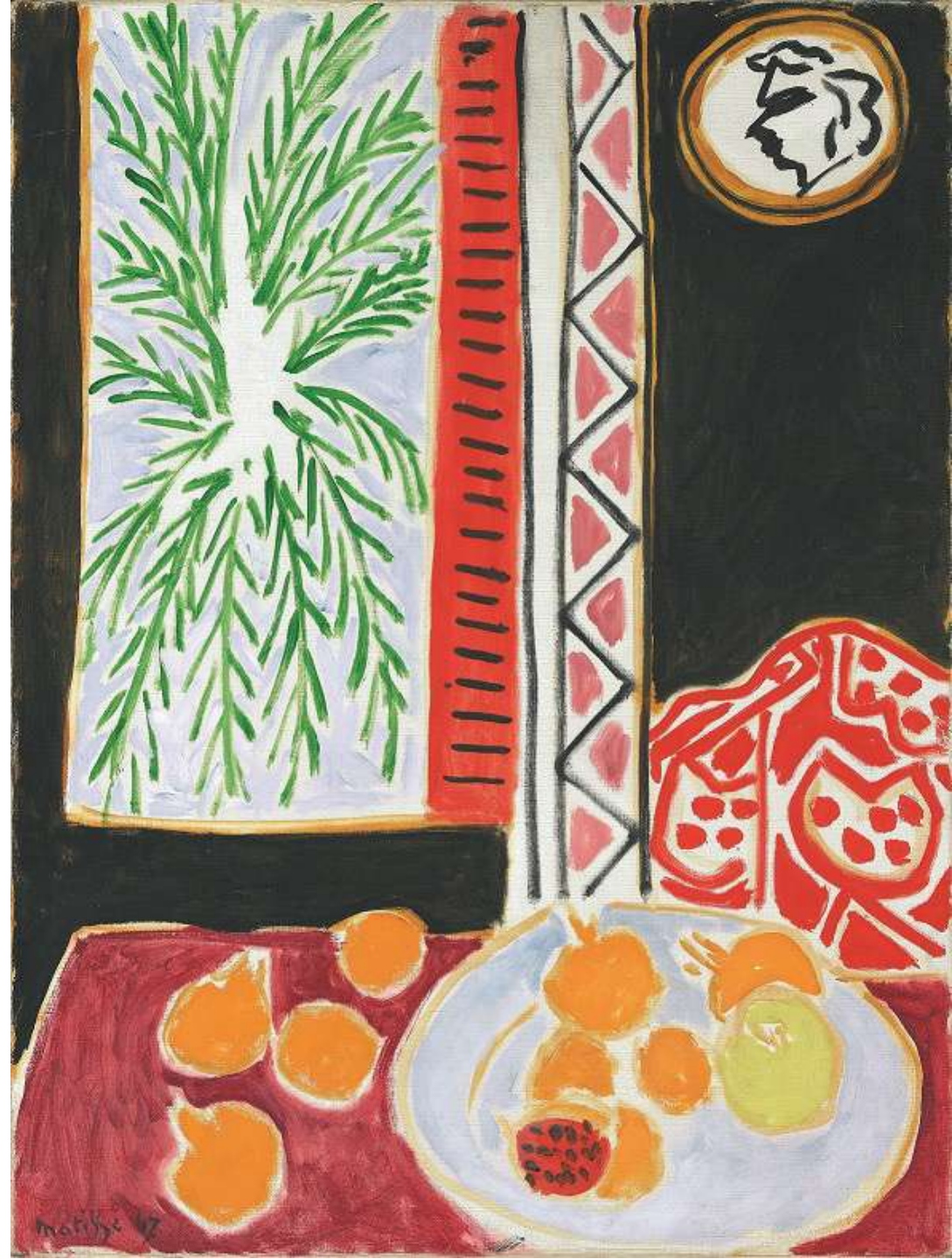
MAIN SPONSOR

150.000 €

+ VAT

HENRI MATISSE: OPEN WINDOWS

MUDE, MILAN | AUTUMN 2026



HENRI MATISSE: OPEN WINDOWS

MUDEC | AUTUMN 2026



High institutional prestige of the project, involving the leading Museums worldwide



D&I Themes: inclusive vision of humanity, care and enhancement of diversity



Travel: physical experience and spiritual dimension



Design and artistic artifacts as bridges to connect cultures



Colour language: importance of colour as a means of expression and representation

HENRI MATISSE: OPEN WINDOWS

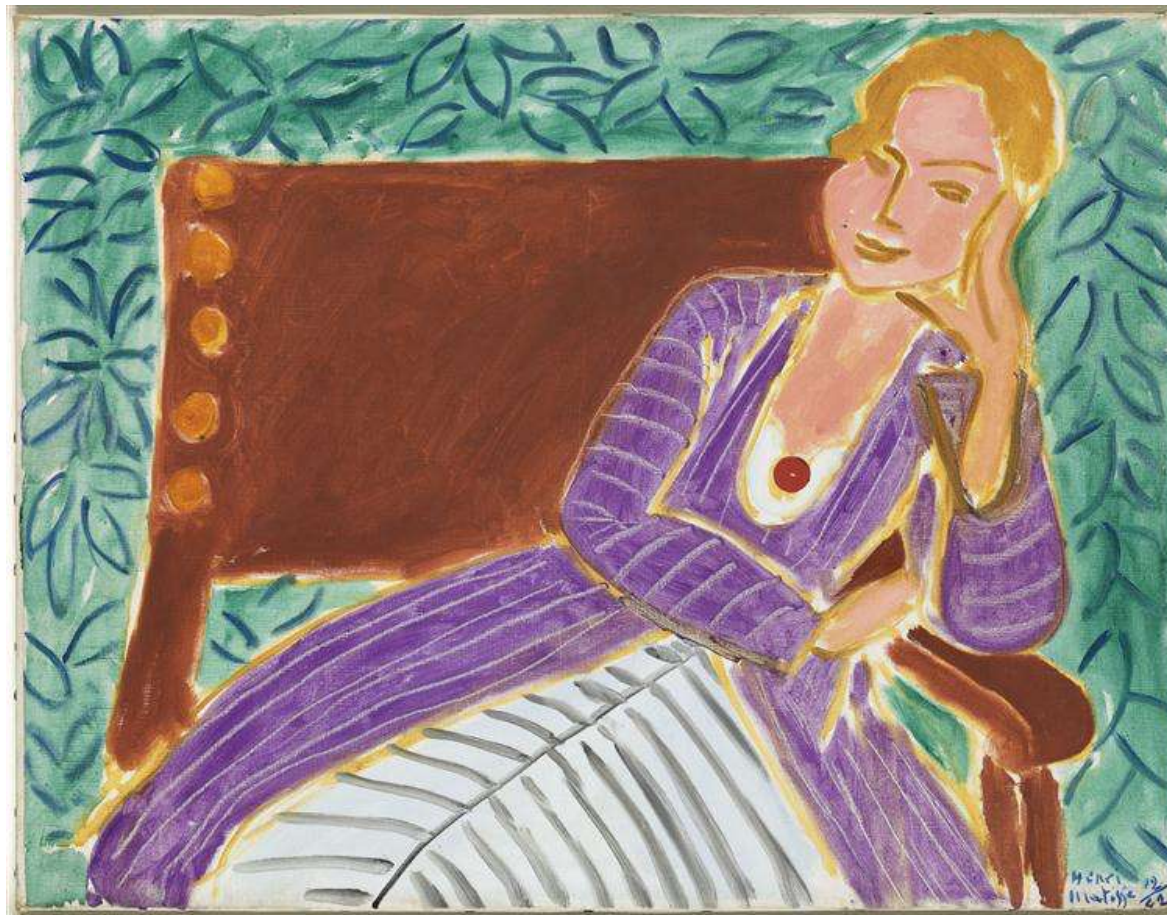
MUDEC | AUTUMN 2026

Curated by **Chiara Gatti**, Director of MAN, Nuoro and **Ellen McBreen**, Professor of Art History, Wheaton College, Massachusetts

With the exhibition Henri Matisse: Open Windows, 24 ORE Cultura and Mudec present the first major exhibition dedicated to the artist in Italy in the last 10 years.

Focusing on specific themes in the evolution of Matisse's abstraction, the exhibition will highlight his debts and dialogues with non-Western art and design.

Matisse's understanding of African, Islamic, Russian, Pacific, and Chinese art was based on objects, both collected by the artist himself and encountered during his study travels. Mostly created by (still) undocumented authors, these objects served as bridges to connect Matisse's art with his travel experiences in Algeria, Spain, Morocco, Russia, New York, and Tahiti. These objects were precious companions, central to creating the multisensory atmosphere in his studios.



HENRI MATISSE: OPEN WINDOWS

MUDEC | AUTUMN 2026

The exhibition will feature approximately fifty works by the artist, including paintings, works on paper, and sculptures, spanning the entirety of his career. Special attention will be given to Matisse's numerous decorative projects, with works related to artist books such as *Poésies* by Stéphane Mallarmé, *Pasiphaé* by Henry de Montherlant, and *Jazz*; set designs and costumes for *Le Chant du Rossignol*; fabrics such as *Tahiti*, *Océanie*, *Polynésie*, and studies for the *Chapelle de Vence*, the great synthesis of Matisse's years of multimedia experimentation.

These works will be placed in historically grounded and respectful dialogues with specific objects that the artist was studying at the time of their creation, with particular attention to both visual and conceptual connections, allowing visitors to understand the multiple ways in which Matisse appropriated non-European sources—often combining various cultural references or indirect memories within a single work.



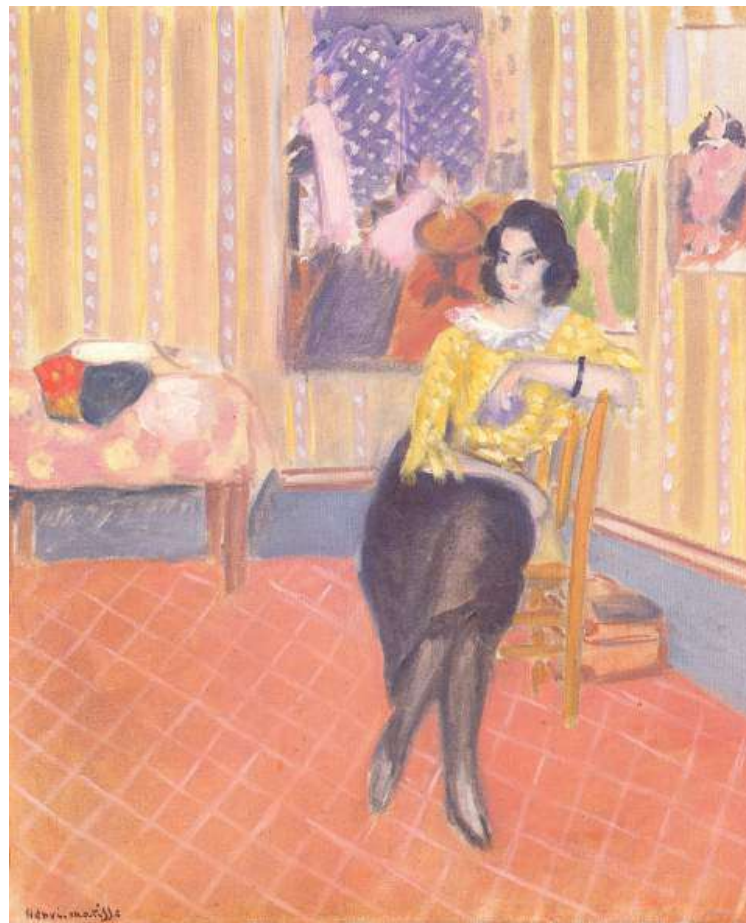
HENRI MATISSE: OPEN WINDOWS

MUDEC | AUTUMN 2026

The exhibition journey will be enriched with period materials and photographs, shedding light on the artist's numerous travels abroad, as well as the environments of the studios that he carefully curated to reactivate the memories of his travels once back home, creating a mental space where a metaphorical window remained always open to the world.

Focusing on the hybridity of his works, the exhibition will embrace the ambiguity and profound questioning inherent in Matisse's geo-cultural journeys, often hidden beneath the surface of his apparent ease and elegance.

Visitors will be able to trace Matisse's physical travels across the world, but we will also convey the indirect and open paths of his creative imagination. Matisse's re-evaluation of Western ideas about the role of the artist and the function of art, as well as his efforts to broaden its spiritual dimensions through a wide embrace of humanity, ensure his enduring contemporary relevance.

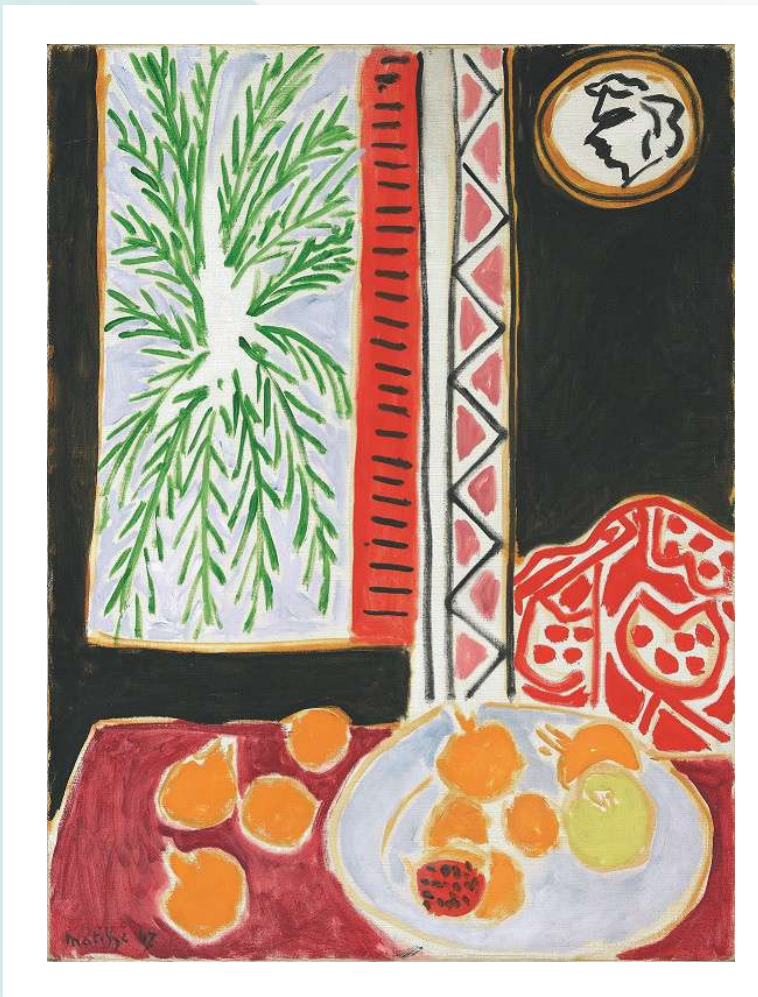


HENRI MATISSE: OPEN WINDOWS

MUDEC | AUTUMN 2026

Matisse: Open Windows will not only engage visitors in the artist's creative process but will also invite reflection on how art and design shape points of contact across borders — and how otherness is conceived within a power dynamic.

To this end, collaborations will be developed with various contemporary artists, who will be invited to offer critical reinterpretations of Matisse's appropriations from a postcolonial perspective.



SPONSORING THE EXHIBITIONS

HENRI MATISSE: OPEN WINDOWS, MUDEC

SPONSORING THE EXHIBITION

Logo's visibility in the colophon at the entrance of the exhibition and on all communication materials related to the exhibition, physical and digital where provided in the exhibition communication plan

Release in press kit

Visibility post on 24Ore Cultura's social media accounts

Short institutional text (mention) within the exhibition catalogue

Dedicated promotions at the exhibition ticket office and bookshop (fees reduced by 10%)

Invitations to the exclusive opening of the exhibition

Free entrance tickets for company stakeholder

Exhibition catalogues in homage for company stakeholder

1 guided tour of the exhibition at closed Museum for up to 50 pax

1 exclusive event with guided tour of the exhibition at closed Museum and space for convivial moment for up to 100 people*

1 space (Auditorium) for company meetings (including basic A/V service) in the sponsorship period

1 thank-you page on Il Sole 24 Ore, related to the sponsored project (institutional page, no product communication)

PARTNER



5

50

5



SPONSOR



10

80

10



MAIN SPONSOR



15

100

15



ECONOMIC OFFER

HENRI MATISSE: OPEN WINDOWS

PARTNER

50.000 €

+ VAT

SPONSOR

100.000 €

+ VAT

MAIN SPONSOR

150.000 €

+ VAT



EXHIBITIONS PROGRAM 2025 - 2026

PALAZZO REALE, MILAN

ART DÉCO

THE TRIUMPH OF MODERNITY

PALAZZO REALE, MILAN | 27 FEBRUARY – 29 JUNE 2025



ART DÉCO. THE TRIUMPH OF MODERNITY

PALAZZO REALE, MILAN | 27 FEBRUARY – 29 JUNE 2025



100th
ANNIVERSARY
INTERNATIONAL
ART DÉCO EXHIBITION

INTERNATIONAL DEBUT OF
MADE IN ITALY

CELEBRATION OF LUXURY
BETWEEN
**FASHION. DESIGN.
ARCHITECTURE**

RELEVANCE OF
MATERIALS

ART DÉCO. THE TRIUMPH OF MODERNITY

PALAZZO REALE, MILAN | 27 FEBRUARY – 29 JUNE 2025



Curated by **Valerio Terraroli**

On the centennial of one of the 20th century's most renowned exhibitions — the *Exposition Internationale des Arts Décoratifs et Industriels Modernes* — **24 ORE Cultura and Palazzo Reale of Milan** will bring vibrancy to the city's spring cultural season with the great exhibition **“Around 1925: The Triumph of Art Déco”**, featuring works from leading national museums as well as several of the world's foremost decorative arts institutions.

The French exhibition not only established a new international aesthetic that quickly spread throughout Europe in the post-war period—what came to be known as the “1925 Style” or “Art Déco”—but it also marked a significant moment of recognition for Italian decorative arts, which, from that event onward, effectively solidified the concept of “Made in Italy.”



ART DÉCO. THE TRIUMPH OF MODERNITY

PALAZZO REALE, MILAN | 27 FEBRUARY – 29 JUNE 2025

The Art Déco style distinctly shaped, and in some cases exceptionally defined, specific contexts of both public and private use. Public venues included railway stations, trains, transatlantic liners, steamships, theaters, cinemas, and civic buildings, while private applications encompassed villas, palaces, and aristocratic and bourgeois residences.

This stylistic lexicon, with its unmistakable traits, influenced decorative and industrial arts across various levels throughout the 1920s. Its impact extended into areas such as advertising posters, purely decorative sculpture and painting, fashion, jewelry, automobile manufacturing, and cinema.

Art Déco is characterized by the use of luxurious materials on one hand—such as exotic woods like ebony and rosewood, marble and malachite, and sharkskin and zebra hides—and on the other, modern materials like brass, aluminum, and steel.

The style's modern lines, which partially replaced the more organic, sinuous shapes typical of Art Nouveau, are further emphasized through the repetition of geometric decorative patterns, angular and trapezoidal profiles, repeated zigzags, broad curves, and arches.



ART DÉCO. THE TRIUMPH OF MODERNITY

PALAZZO REALE, MILAN | 27 FEBRUARY – 29 JUNE 2025

The exhibition aims to focus on the distinctive features of this uniquely innovative period of artistic creativity in Italy and Europe (extending to the full 1930s in certain non-European contexts, such as the United States). It highlights architecture, both private and public, as well as home interiors, objects, and furnishings, emphasizing the relationship between form and function and the synergy between high artistic craftsmanship and early industrial design.

The exhibition path will primarily showcase objects—since, as the name suggests, Art Déco is renowned for its incredible decorative arts creations, spanning glassware, porcelain, majolica, textiles, furnishings, wrought iron, jewelry, and silverware. However, it will also include fine artworks in the strictest sense, such as paintings associated with the Magical Realism movement, decorative sculptures, architectural drawings, engravings, and paper-based materials (including books, exhibition catalogs, historical photographs, advertising posters) as well as film stills.



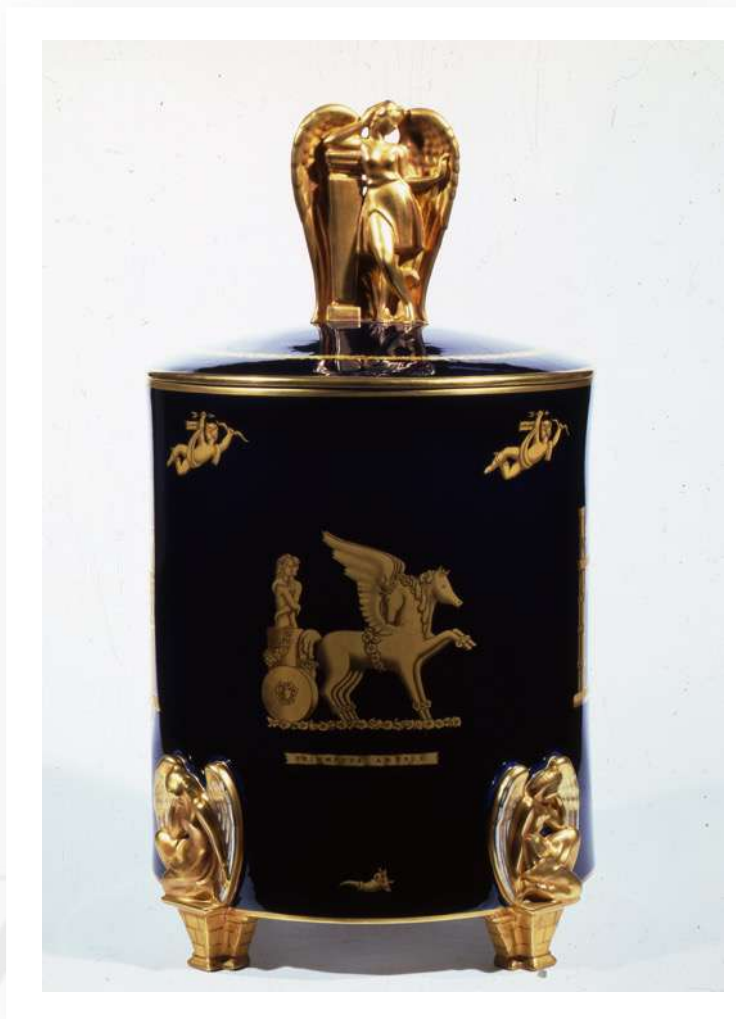
ART DÉCO. THE TRIUMPH OF MODERNITY

PALAZZO REALE, MILAN | 27 FEBRUARY – 29 JUNE 2025

Another key objective of the exhibition is to reveal to the broader public the quality, originality, and significance that modern decorative arts have held within **Italian artistic culture**, profoundly shaping the essence of Déco and 20th-century art as a whole.

The exceptional contributions of **Italian artists, architects, and designers** who emerged in this cultural landscape—ranging from Galileo Chini and the Bugatti family to Gio Ponti, Guido Andloviz, Portaluppi, Buzzi, Mazzucotelli, and Rizzarda—**laid the foundation for the success of the “Italian style,”** the concept of “Made in Italy,” and the development of industrial design.

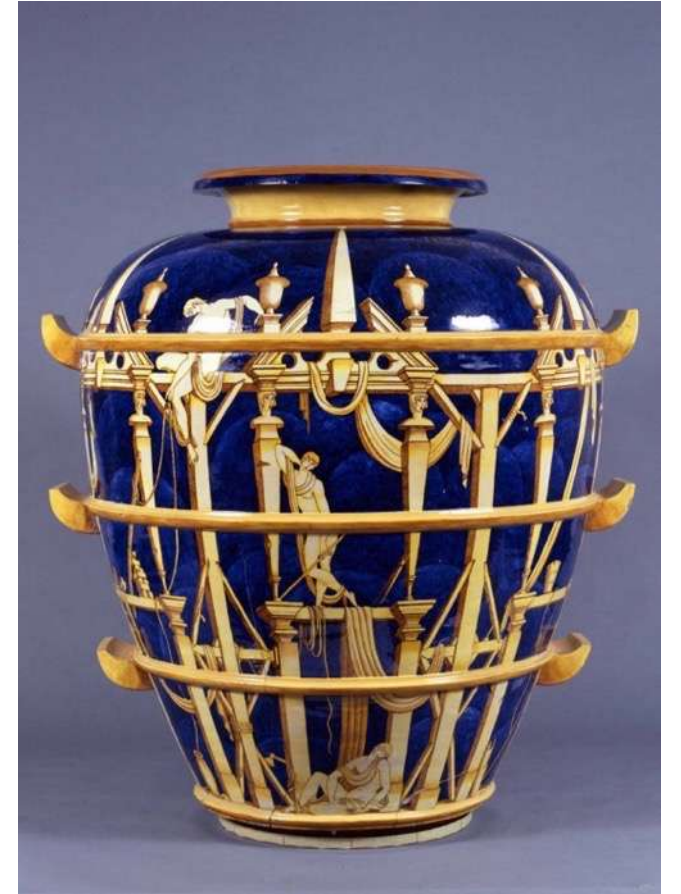
The commitment to promoting contemporary **Italian art** through prestigious publications like *Domus* and *Stile*, as well as through significant events such as the Monza Biennials of Decorative Arts, the Milan Triennials, and the Venice Biennials, paved the way for the extraordinary legacy of what is still recognized worldwide as **Made in Italy**.



ART DÉCO. THE TRIUMPH OF MODERNITY

PALAZZO REALE, MILAN | 27 FEBRUARY – 29 JUNE 2025

24ORE
CULTURA



ART DÉCO. THE TRIUMPH OF MODERNITY

PALAZZO REALE, MILAN | 27 FEBRUARY – 29 JUNE 2025

24ORE
CULTURA

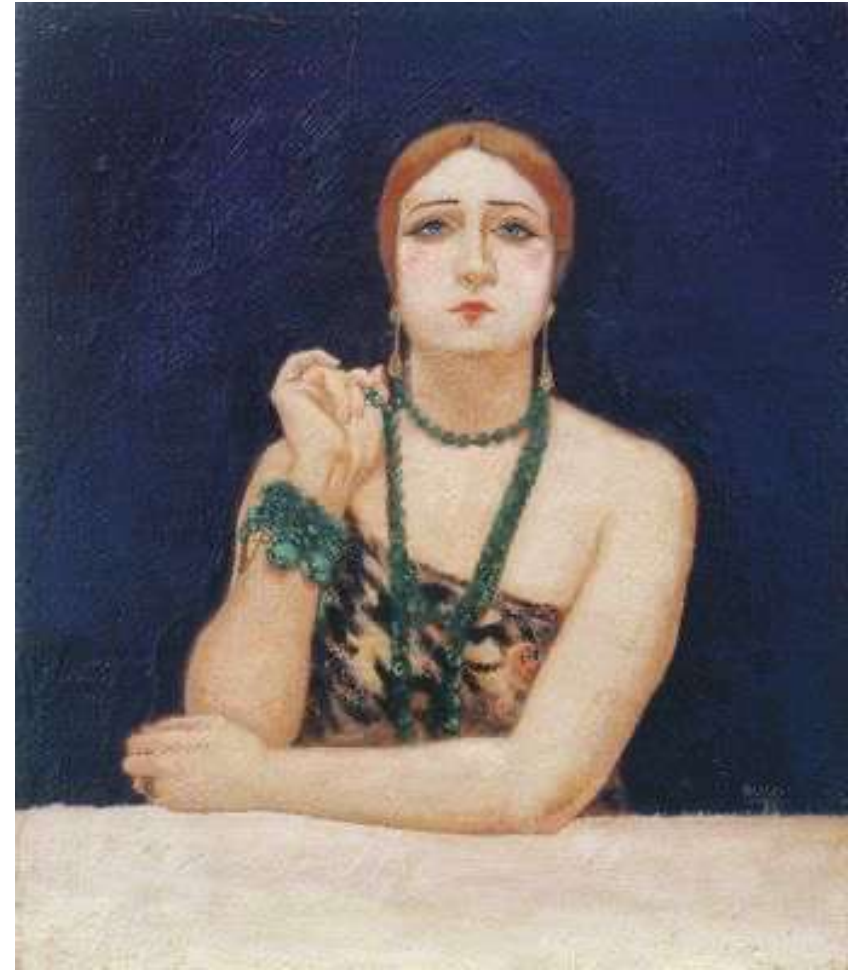


PALAZZO REALE

ART DÉCO. THE TRIUMPH OF MODERNITY

PALAZZO REALE, MILAN | 27 FEBRUARY – 29 JUNE 2025

24ORE
CULTURA



ART DÉCO. THE TRIUMPH OF MODERNITY

PALAZZO REALE, MILAN | 27 FEBRUARY – 29 JUNE 2025

24ORE
CULTURA



PALAZZO REALE



SPONSORING THE EXHIBITIONS

ART DÉCO. THE TRIUMPH OF MODERNITY, PALAZZO REALE

SPONSORING THE EXHIBITION

ART DÉCO. THE TRIUMPH OF MODERNITY

Logo's visibility in the colophon at the entrance of the exhibition and on all communication materials related to the exhibition, physical and digital where provided in the exhibition communication plan)

Release in press kit

Dedicated promotions at the exhibition ticket office and bookshop (fees reduced by 10%)

Invitations to the exclusive opening of the exhibition

Free entrance tickets for company stakeholder

Exhibition catalogues in homage for company stakeholder

1 exclusive event with guided tour of the exhibition at closed Museum and space for convivial moment for up to 100 people*

1 guided tour of the exhibition at closed Museum for up to 50 pax

PARTNER



5

50

5

2

SPONSOR



10

80

20

1

* Catering and technical service charged to the client

ECONOMIC OFFER

ART DÉCO. THE TRIUMPH OF MODERNITY

PARTNER

50.000 €

+ VAT

SPONSOR

100.000 €

+ VAT

THE MAIN EXHIBITION OF MILANO CORTINA OLYMPIC GAMES

THE MACCHIAIOLI AND THE BIRTH OF UNITED ITALY

PALAZZO REALE – FROM JANUARY 2026



THE MACCHIAIOLI AND THE BIRTH OF UNITED ITALY

PALAZZO REALE – FROM JANUARY 2026



**THE FIRST MAJOR EXHIBITION IN MILAN
DEDICATED TO THE MASTERPIECES OF
THE MACCHIAIOLI,
CONCOMITANTLY WITH THE 2026
WINTER OLYMPICS**



**MADE IN ITALY:
THE CULTURAL AND STYLISTIC UNITY
OF THE MOVEMENT COINCIDES WITH THE
CREATION OF UNITED ITALY**



**PALAZZO REALE:
MAIN EXHIBITION VENUE
FOR THE INTERNATIONAL PUBLIC**



**A PROJECT OF NATIONAL AND
INTERNATIONAL SIGNIFICANCE.
A RADICAL TURNING POINT IN THE
HISTORY OF ITALIAN ART:
SOCIAL COMMITMENT AND THE
RENEWAL OF GENRES**

THE MACCHIAIOLI AND THE BIRTH OF UNITED ITALY

PALAZZO REALE – FROM JANUARY 2026



Curated by **Francesca Dini**, **Elisabetta Matteucci** and **Fernando Mazzocca**.

On the occasion of the Milan-Cortina 2026 Winter Olympic Games, an event that places Italy at the center of international attention, the city will offer the large audience flocking to Milan a major exhibition dedicated to the artistic movement that, more than any other, tells the story of the birth of a united Italy.

24 ORE Cultura and Palazzo Reale present, for the first time in Milan, a exhibition dedicated to the Macchiaioli, precisely in the city where, starting in the 1920s, their rediscovery unfolded, both in terms of critical acclaim and collecting. This revival brought their works into the collections of major museums and prestigious private collections.



THE MACCHIAIOLI AND THE BIRTH OF UNITED ITALY

PALAZZO REALE – FROM JANUARY 2026



The project will provide an opportunity to offer the large audience that Palazzo Reale is known to attract — further amplified by the sporting event — a new and deeper interpretation of the Macchiaioli's remarkable journey, setting it against the historical backdrop of the years that witnessed the birth of our nation.

These were the years when the so-called “macchia” revolution, which took place in Florence, became a point of reference for other Italian painters who shared the desire to create art that embodied the ideals of a new society.



PALAZZO REALE

THE MACCHIAIOLI AND THE BIRTH OF UNITED ITALY

PALAZZO REALE – FROM JANUARY 2026

The Macchiaioli consciously expressed the ambition to create a common and shared pictorial language, one that could represent a country aspiring to achieve not only political but also cultural unity.

These artists frequented the same places, painted en plein air, tackled the same themes, and fought the same battles against a resistant public and critical establishment.

The exhibition aims to reconstruct this brief yet intense experience, which nonetheless represented one of the most radical turning points in the long history of Italian art.



THE MACCHIAIOLI AND THE BIRTH OF UNITED ITALY

PALAZZO REALE – FROM JANUARY 2026

24ORE
CULTURA



PALAZZO REALE

THE MACCHIAIOLI AND THE BIRTH OF UNITED ITALY

PALAZZO REALE – FROM JANUARY 2026





SPONSORING THE EXHIBITIONS

THE MACCHIAIOLI AND THE BIRTH OF UNITED ITALY, PALAZZO REALE

SPONSORING THE EXHIBITION

THE MACCHIAIOLI AND THE BIRTH OF UNITED ITALY

Logo's visibility in the colophon at the entrance of the exhibition and on all communication materials related to the exhibition, physical and digital where provided in the exhibition communication plan)

Release in press kit

Dedicated promotions at the exhibition ticket office and bookshop (fees reduced by 10%)

Invitations to the exclusive opening of the exhibition

Free entrance tickets for company stakeholder

Exhibition catalogues in homage for company stakeholder

1 exclusive event with guided tour of the exhibition at closed Museum and space for convivial moment for up to 100 people*

1 guided tour of the exhibition at closed Museum for up to 50 pax

1 thank-you page on Il Sole 24 Ore, related to the sponsored project (institutional page, no product communication)

PARTNER



5

50

5

2

SPONSOR



10

80

20

1

MAIN SPONSOR



15

100

50

2



ECONOMIC OFFER

THE MACCHIAIOLI AND THE BIRTH OF UNITED ITALY

PARTNER

50.000 €

+ VAT

SPONSOR

100.000 €

+ VAT

MAIN SPONSOR

150.000 €

+ VAT



THE BRUEGHELS

THE ORIGINS OF PICTORIAL GENRES IN EUROPE

PALAZZO REALE – AUTUMN 2026

THE BRUEGHELS. THE ORIGINS OF PICTORIAL GENRES IN EUROPE

PALAZZO REALE – AUTUMN 2026



**THE FIRST MAJOR EXHIBITION
IN MILAN** DEDICATED TO THE FLEMISH
BRUEGHEL FAMILY



PALAZZO REALE:
**MAIN EXHIBITION VENUE
FOR THE INTERNATIONAL PUBLIC**



THE EUROPEAN DIMENSION:
THE AREA OF INFLUENCE IS NOT
LIMITED TO THE NETHERLANDS, BUT
EXTENDS TO CENTRAL AND
MEDITERRANEAN EUROPE, INCLUDING
ITALY



FROM WORKSHOP TO FAMILY BUSINESS:
THE BIRTH OF THE BRUEGHEL BRAND
ORIGINAL LANGUAGE,
EXPORTABLE AND RECOGNISABLE



“LUXURY” PAINTING:
FASHION AND STYLE FOR THE
EUROPEAN COURTS



THE CREATION OF PICTORIAL GENRES,
VARIETIES AND LANDSCAPES OF
EVERYDAY LIFE

THE BRUEGHELS. THE ORIGINS OF PICTORIAL GENRES IN EUROPE

24ORE
CULTURA

PALAZZO REALE – AUTUMN 2026

Conceived by **Bernard Aikema**, curated by **Carlotta Striolo**.

As a conceptual continuation of the exhibition "Bosch and Another Renaissance,"

24 ORE Cultura and Palazzo Reale present, for the first time in Italy, a major exhibition dedicated to the illustrious Flemish family of the Brueghels.

From the genius of the founding figure Pieter Brueghel the Elder, through the works of his sons Pieter the Younger and Jan the Elder, everything converges in their workshop, a creative hub that laid the foundation for what we can define as the "Brueghel brand." This workshop profoundly influenced and transformed European artistic production to such an extent that we still recognize its value and impact today.



PALAZZO REALE

THE BRUEGHELS. THE ORIGINS OF PICTORIAL GENRES IN EUROPE

PALAZZO REALE – AUTUMN 2026

At the heart of the masterpieces on display are the innovative depictions of rural and peasant scenes, seemingly "popular," as well as storms, battles, and the first still lifes in their various forms. These were introduced by Pieter Brueghel the Elder, the inventor of a realistic visual language, and carried forward and disseminated by his sons, who fully embraced his legacy.

The fertile ground for these innovations was not limited to Antwerp, Prague, and the Low Countries but also extended to the Mediterranean world, including Italy, during a period of significant economic, social, and cultural development.

This era, in fact, marks the birth of what we now call the painting genres — the emergence of new themes that established themselves alongside and on par with the traditional subjects of history painting and religious subjects, challenging the so-called hierarchy of genres.



THE BRUEGHELS. THE ORIGINS OF PICTORIAL GENRES IN EUROPE

PALAZZO REALE – AUTUMN 2026

The exhibition will be structured into five sections:

- Pieter Brueghel the Elder: The Birth of a Style.
- Pieter Brueghel the Younger and the Workshop Brand.
- Jan Brueghel in Europe.
- The Legacy of the Brueghels across Flanders, Prague, and the Low Countries.
- The Brueghels and the Origins of Painting Genres.

In this journey, the "Brueghel brand" plays an essential, foundational, and decisive role, as will be thoroughly demonstrated through comparisons with works by artists ranging from Adriaen Brouwer, Hendrick Avercamp, and the Bassano family (a dynasty of painters who, for several reasons, can be considered the "Italian Brueghels") to Roelant Savery and Jacob Jordaens, and finally to the great 17th-century Dutch "painters of reality," including Jan Steen, Adriaen van Ostade, Jan van Goyen, and Abraham Bosschaert, among others.



THE BRUEGHELS. THE ORIGINS OF PICTORIAL GENRES IN EUROPE

PALAZZO REALE – AUTUMN 2026



PALAZZO REALE

THE BRUEGHELS. THE ORIGINS OF PICTORIAL GENRES IN EUROPE

PALAZZO REALE – AUTUMN 2026



PALAZZO REALE



SPONSORING THE EXHIBITIONS

THE BRUEGHELS. THE ORIGINS OF PICTORIAL GENRES IN EUROPE, PALAZZO REALE

SPONSORING THE EXHIBITION

THE BRUEGHELS. THE ORIGINS OF PICTORIAL GENRES IN EUROPE

Logo's visibility in the colophon at the entrance of the exhibition and on all communication materials related to the exhibition, physical and digital where provided in the exhibition communication plan)

Release in press kit

Dedicated promotions at the exhibition ticket office and bookshop (fees reduced by 10%)

Invitations to the exclusive opening of the exhibition

Free entrance tickets for company stakeholder

Exhibition catalogues in homage for company stakeholder

1 exclusive event with guided tour of the exhibition at closed Museum and space for convivial moment for up to 100 people*

1 guided tour of the exhibition at closed Museum for up to 50 pax

1 thank-you page on Il Sole 24 Ore, related to the sponsored project (institutional page, no product communication)

PARTNER



5

50

5

2

SPONSOR



10

80

20

1

MAIN SPONSOR



15

100

50

2



ECONOMIC OFFER

THE BRUEGHELS. THE ORIGINS OF PICTORIAL GENRES IN EUROPE

PARTNER

50.000 €

+ VAT

SPONSOR

100.000 €

+ VAT

MAIN SPONSOR

150.000 €

+ VAT