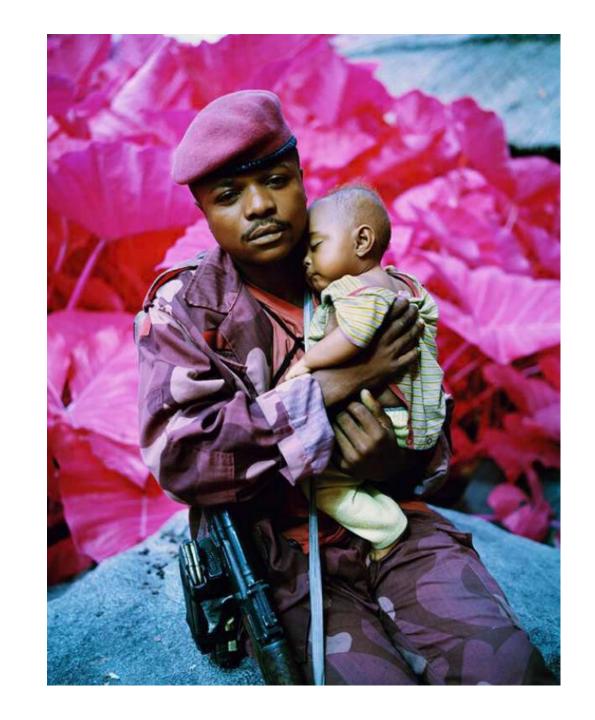


**CURATED BY DENIS CURTI** 

MUDEC, MILAN SPRING 2026





MUDEC | SPRING 2026



!

INTERNATIONAL PROJECT
Photographs and major photographers
who have narrated the last two
centuries of world history.



D&I THEMES
Enhancement of diversity, dialogue between cultures, and connections among peoples.



THE THEME OF TRAVEL
A visual journey across continents,
distant places, and both real and
symbolic geographies.



PHOTOGRAPHY
Technical evolution from analogue to digital.

MUDEC | SPRING 2026



Curated by **Denis Curti** 

Beyond Borders. 100 Photographs to Understand the World is an exhibition that spans two centuries of history and images, offering a visual reading of humanity through the shots—and the photographers—that changed our perception of time.

These photographs capture war and peace, pain and beauty, despair and hope, forming a cultural anthropology of every continent. Images that have become symbols, able to transcend the boundaries of news to enter the collective memory of the world.

In line with MUDEC's mission as the Museum of Cultures of Milan, the exhibition proposes a journey centered on the relationship between image and humanity, between history and culture, between gaze and consciousness. Photography becomes a tool of knowledge and intercultural dialogue: a language that unites different eras and geographies, capable of speaking to everyone and about everyone.

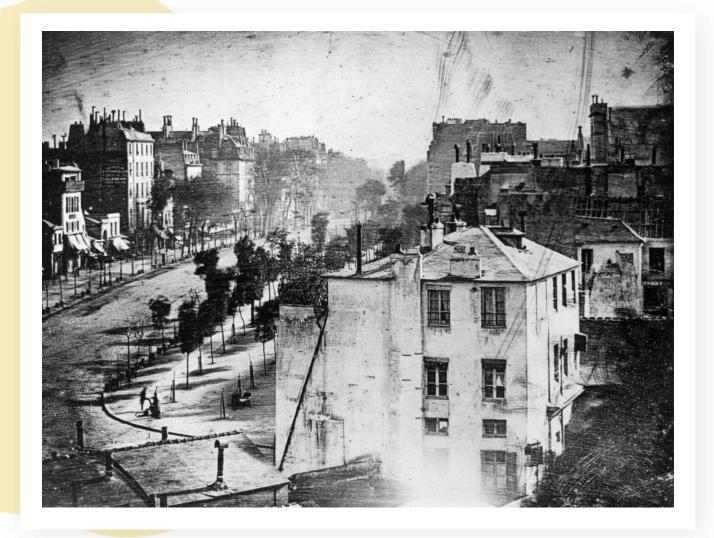


MUDEC | SPRING 2026



The selected images are not only documents of the past but living traces of a world in transformation. They recount wars, revolutions, discoveries, tragedies and rebirths, multiculturalism; and they also narrate daily life, gestures, and universal emotions that connect human beings beyond every border. On one side, an intimate story about the individual; on the other, a collective narrative about diverse cultures.

Each photograph represents a turning point—a moment in which reality became a symbol, capable of awakening consciences and changing history. The works on display are not only icons but testimonies of cultural interconnections, encounters, and crossings. Each image becomes a threshold linking distant places, different histories, individual and collective perspectives.



MUDEC | SPRING 2026



In a global era in which distances grow shorter while identities risk fragmentation, photography reaffirms itself as a unifying language — a common space where diversity does not divide but enriches. For this reason, MUDEC is the ideal venue for this project: a place of dialogue among civilizations, a crossroads where art, anthropology and society intertwine to offer a plural and dynamic vision of humanity.

In this context, Beyond borders. 100 Photographs to Understand the World becomes a visual narrative celebrating the connection between peoples, stories, and shared memories — an invitation to understand the complexity of the planet through the universal force of images.



MUDEC | SPRING 2026



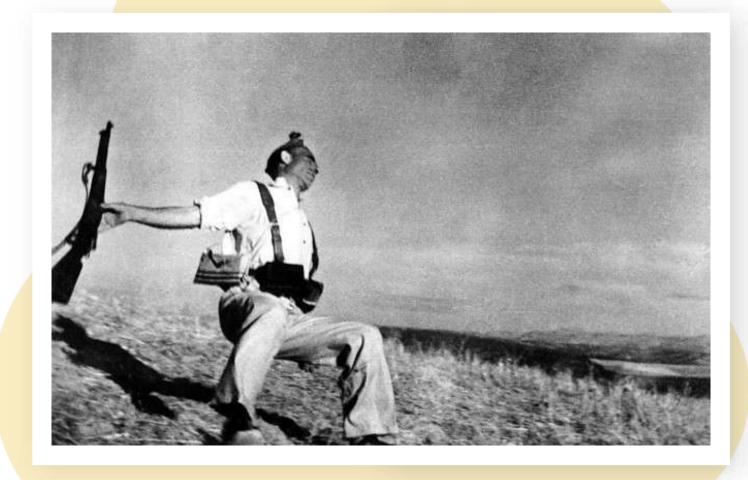
In an age marked by visual overload and digital speed, *Beyond Borders* offers a moment of awareness: an invitation to truly look, to pause before images that have narrated the world with truth, compassion and courage.

Ultimately, it invites visitors to rediscover photography's highest function: to **build memory and future**, to unite cultures and generations, and to return to us a world to understand and protect.

PROVISIONAL AND IN-PROCESS LIST OF WORKS







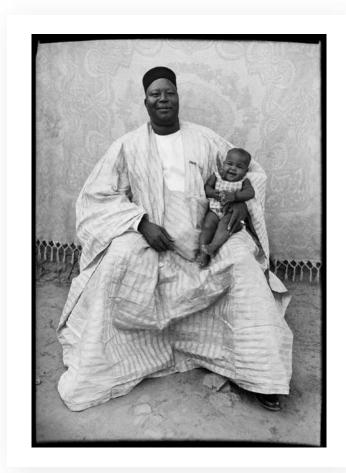


Robert Capa - "Il miliziano morente"

Lee Miller - "La vasca del Führer"



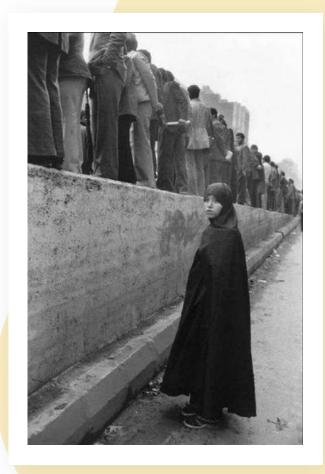


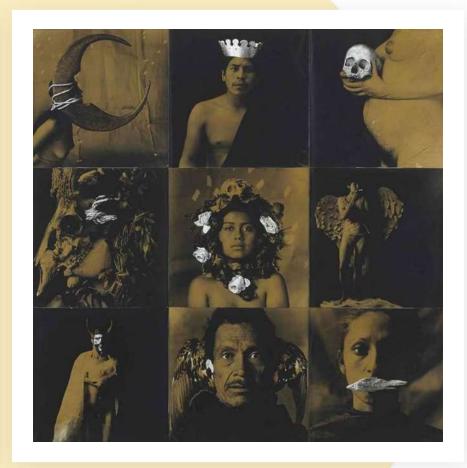


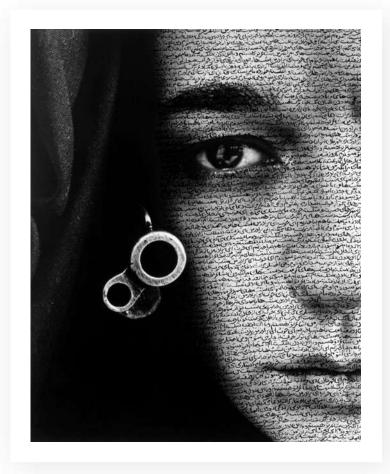
Robert Doisneau - "Le Baiser de l'Hôtel de Ville"

Seydou Keïta - "Untitled 1949-1951"









Abbās - "Iran"

Luis González Palma - "La loteria I"

Shirin Neshat - "Speechless"





Orlan - "Femme surmas avec labret et visage de femme euro-stéphanoise avec bigoudis"



Yasumasa Morimura - "An Inner Dialogue with Frida Kahlo (Flower Wreath and Tears"

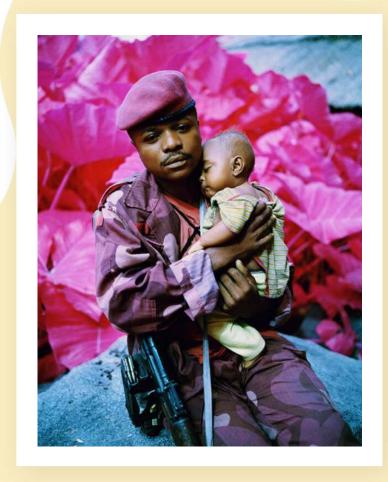
24ORE CULTURA

MUDEC | SPRING 2026



David LaChapelle - "Deluge"





Richard Mosse - "Madonna and child"



Aïda Muluneh - "Knowing the way to tomorrow"

# SPONSORING THE EXHIBITIONS

BEYOND BORDERS. 100 PHOTOGRAPHS TO UNDERSTAND THE WORLD



# **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

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

Invitations to the exclusive opening of the exhibition

Free entrance tickets for company stakeholder

Guided tour of the exhibition at opened 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**

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<sup>\*</sup> Catering and technical service charged to the client

# **ECONOMIC OFFER**

BEYOND BORDERS. 100 PHOTOGRAPHS TO UNDERSTAND THE WORLD

**SPONSOR** 

50.000€

+ VAT

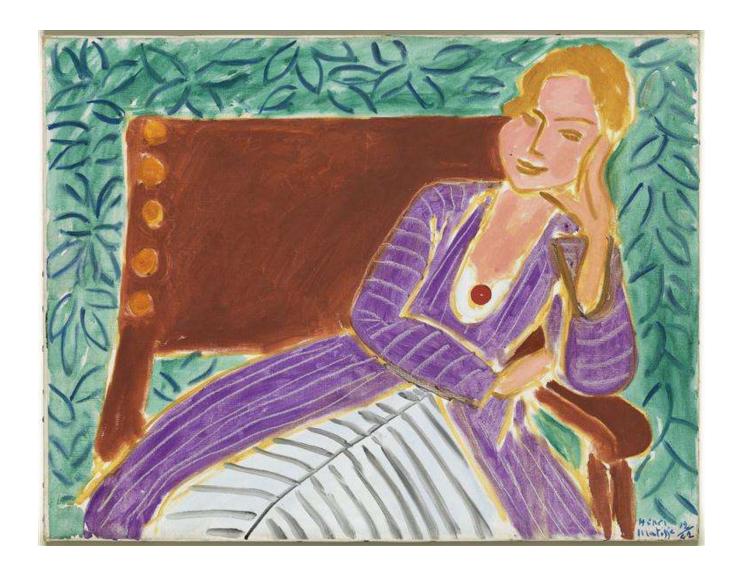
MAIN SPONSOR

75.000€

+ VAT



MUDEC, MILAN OCTOBER 8th, 2026 FEBRUARY 21st,027





MUDEC | OCTOBER 8th 2026 - FEBRUARY 21st 2027

High institutional value for an international project involving some of the world's leading museums.

The first major exhibition on Matisse in Italy in the past 10 years, and the first ever in Milan.

**D&I themes:** Inclusive vision of humanity, care and appreciation of diversity.

**Open Windows:** global connections and creativity without boundaries.

The centrality of **Travel**: both physical experience and spiritual dimension.

Art and design as bridges between cultures

Collecting as a source of inspiration.

Iconic interiors: dialogue between materials and surfaces.

Fashion and craftsmanship: textiles, tapestries, costumes as carriers of identity, culture and memory.

Light and colour as sources of creative energy.

Sponsor: Alpitour | Turisanda 1924

MUDEC | OCTOBER 8th 2026 - FEBRUARY 21st 2027

Curated by:

**Ellen McBreen**, Professor of Art History, Wheaton College, Massachusetts (USA) **Chiara Gatti**, Director of MAN, Nuoro

24 ORE Cultura and MUDEC present the first major exhibition dedicated to Matisse in Italy in a decade and the first ever in Milan.

The project offers a reading of the artist's creative path, highlighting the decisive role played by travel, direct encounters with extra-Western cultures and artistic traditions, and the objects he collected.

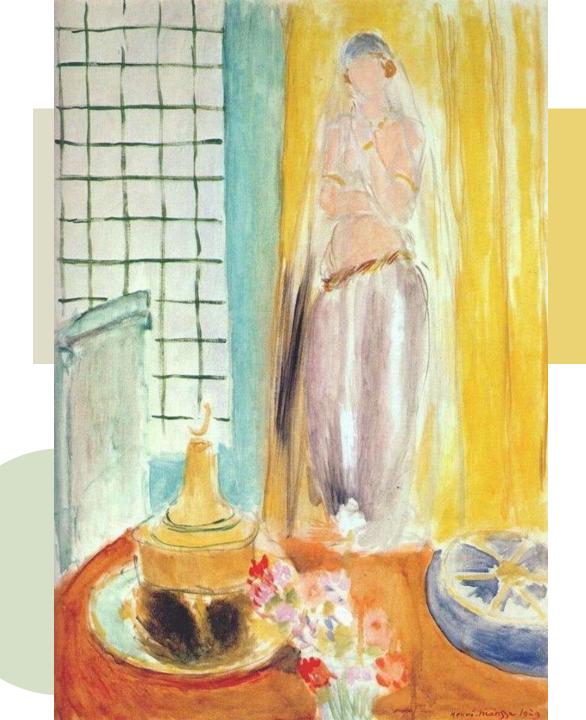


MUDEC | OCTOBER 8th 2026 - FEBRUARY 21st 2027

Matisse's understanding of African, Islamic, Russian, Pacific and Chinese art was based on objects he collected or encountered during study trips: artworks, textiles, tapestries, fragrances, decorative materials.

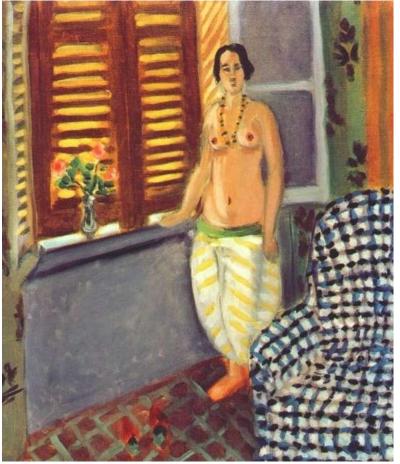
Often by undocumented authors, these objects served as **bridges connecting Matisse's art to his journeys** — Algeria, Spain, Morocco, Russia, New York, Tahiti.

They were **precious companions**, essential in creating the multisensory atmosphere of his studios, **tactile and visual memories** capable of reactivating the spirit of each journey.



MUDEC | OCTOBER 8th 2026 - FEBRUARY 21st 2027

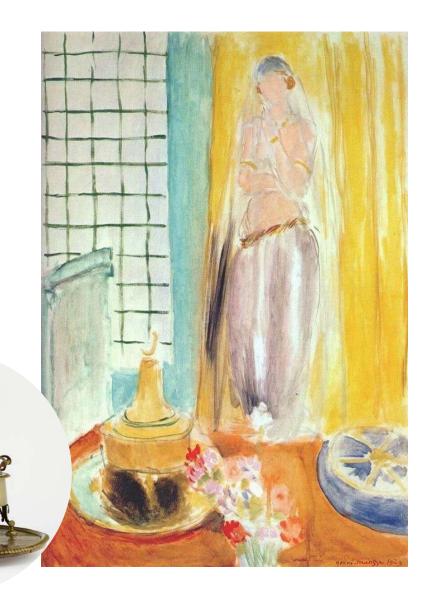




MUDEC | OCTOBER 8th 2026 - FEBRUARY 21st 2027







MUDEC | OCTOBER 8th 2026 - FEBRUARY 21st 2027

The exhibition includes paintings, works on paper and sculptures spanning his entire career. Special attention is given to Matisse's decorative projects — artist books, stage designs and costumes, textiles, and studies for the *Chapelle de Vence*, his great synthesis of years of multimedia experimentation.

These works will be presented in historically grounded dialogues with the specific objects the artist was studying when creating them, highlighting both visual and conceptual connections and allowing visitors to understand the many forms of Matisse's appropriations—often combining multiple cultural references into a single piece.





MUDEC | OCTOBER 8th 2026 - FEBRUARY 21st 2027

The exhibition path will be enriched by period materials and photographs illuminating the artist's numerous travels abroad and the studios he carefully arranged to revive travel memories — metaphorical windows kept open onto the world.

Visitors can trace not only Matisse's physical journeys but also the more subtle and fascinating travels of his imagination. Matisse's reevaluation 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 broad embrace of humanity, ensure its great contemporary relevance.





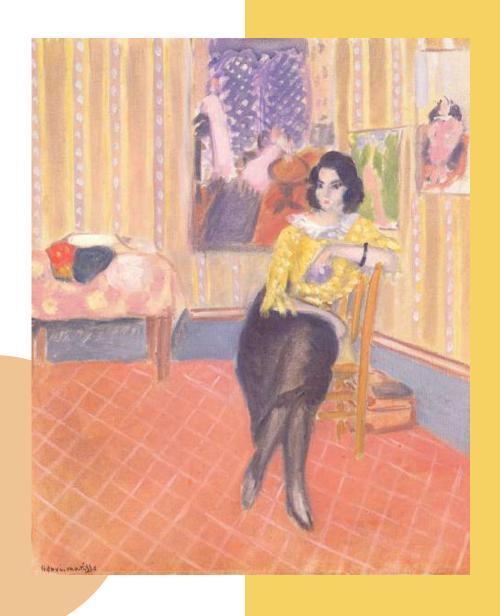


MUDEC | OCTOBER 8th 2026 - FEBRUARY 21st 2027

By inviting visitors to follow both his real itineraries and his imaginative journeys, *Henri Matisse: Open Windows* not only reconstructs the artist's creative process but also stimulates contemporary reflection on how art and design can shape points of contact between cultures, places and sensibilities across borders.

The exhibition is structured into six sections:

- Creative Anatomies Formation
- 2. Hieratic Icons Portraits
- 3. Arabesques and Odalisques
- 4. An International Cast Models
- 5. Decoration
- The Simplicity of the Sign / The Emotion of the Line





# 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

Dedicated promotions at the exhibition ticket office (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 opened 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)

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<sup>\*</sup> Catering and technical service charged to the client

# **ECONOMIC OFFER**

HENRI MATISSE: OPEN WINDOWS

**PARTNER** 

50.000€

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**SPONSOR** 

100.000€

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MAIN SPONSOR

150.000€

+ VAT





# THE MAIN EXHIBITION OF MILANO CORTINA OLYMPIC GAMES **I MACCHIAIOLI** PALAZZO REALE | FEBRUARY 3rd - JUNE 14th 2026 OPENING FOR PARTNERS AND SPONSORS-FEBRUARY 2nd 2026 Mostre e Musei

PALAZZO REALE | FEBRUARY 3rd – JUNE 14th 2026





!

The first major exhibition in Milan dedicated to the Macchiaioli, coinciding with the Milan–Cortina 2026 Winter Olympics and the 2026 Salone del Mobile.

!

The major exhibition with which the City of Milan presents itself to the Olympic world.

!

MADE IN ITALY:

The cultural and stylistic unity of the movement coincides with the creation of unified Italy.

!

PALAZZO REALE: First exhibition venue for the international public. !

**HISTORICAL SIGNIFICANCE:** 

A show that speaks to companies with a strong heritage in Italy's industrial and cultural system.

!

A major national and international project.

A radical turning point in Italian art history: social commitment and genre renewal.

PALAZZO REALE | FEBRUARY 3rd – JUNE 14th 2026

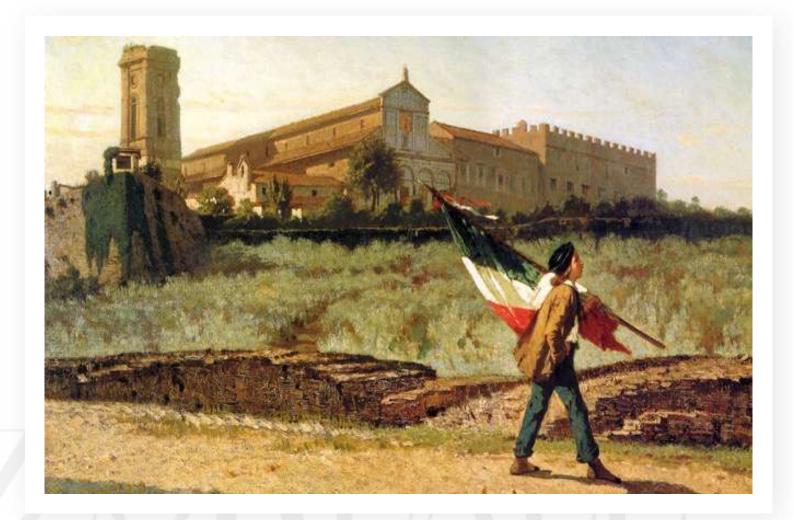




On the occasion of the Milan–Cortina 2026 Winter Olympic Games, an event placing Italy at the center of global attention, the City presents to the vast audience arriving in Milan an exhibition dedicated to the artistic movement that most powerfully narrates the birth of unified Italy.

The exhibition "I Macchiaioli", promoted by the City of Milan and produced by Palazzo Reale, 24 ORE Cultura – Gruppo 24 ORE, and Civita Mostre e Musei, brings a major exhibition to Milan, right in the city where their rediscovery has taken place since the 1920s, both in terms of criticism and collecting, bringing their works into the collections of major museums and prestigious private collections.

Curated by Francesca Dini, Elisabetta Matteucci and Fernando Mazzocca, the foremost Italian experts on the Macchiaioli.

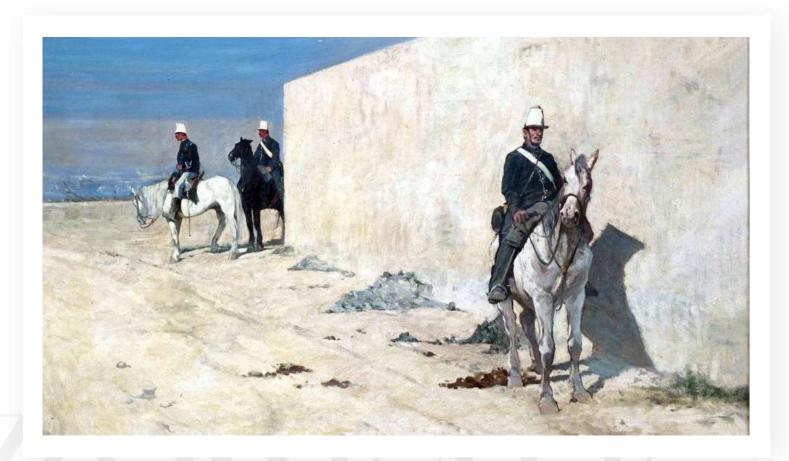


PALAZZO REALE | FEBRUARY 3rd - JUNE 14th 2026





The exhibition represents an opportunity to offer the large audience drawn to Palazzo Reale — further amplified by the Olympic event — a new and deeper reading of the Macchiaioli's **extraordinary adventure**, set against the **historical background** of the years that saw the birth of the Italian nation. Years in which the so-called revolution of the *macchia*, born in Florence, became a reference for other Italian painters who shared the ambition to create an art embodying the **ideals of a new society**.



PALAZZO REALE | FEBRUARY 3rd – JUNE 14th 2026





The Macchiaioli consciously pursued a project to create a **shared pictorial language**, capable of representing a country striving for cultural as well as **political unity**.

They frequented the same places, painted outdoors, addressed similar themes, and fought common battles against a hostile public and critical establishment.

The exhibition reconstructs this brief yet intense experience, one of the most radical turning points in Italian art history.



PALAZZO REALE | FEBRUARY 3rd - JUNE 14th 2026

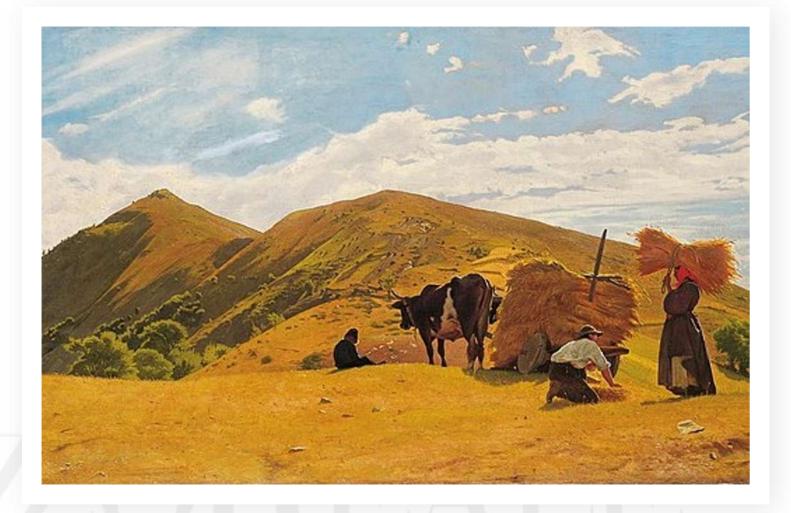




The exhibition retraces, starting from the **epochal turning point of 1848**, seen as an essential precedent, the events of their formation in Florence, where they found themselves sharing with the cult of Dante and Lorenzo the Magnificent their passion for the Middle Ages and the Renaissance, seen as an exemplary **past in which to recognize their roots**.

From the thrilling contemporary epic of the **Second** War of Independence, the route progresses to their participation in the **first National Exhibition held in** Florence in **1861**—an opportunity to propose, and even scandalize with, their innovations.

The exhibition then analyzes the broad variety of their repertoire which saw them involved in a radical renewal of genres: from the landscape, portraiture depicting new emotional worlds tied to family life, and scenes of everyday life, testifying to the dignity of the people, but also to the shared awareness that Risorgimento ideals remained unfulfilled.



PALAZZO REALE | FEBRUARY 3rd – JUNE 14th 2026





The final section is dedicated to Milan, the city of critical rediscovery and collecting success for the Macchiaioli. Alongside exceptional documentary materials, the exhibition features a masterpiece such as La toilette del mattino by Signorini, once owned by Toscanini and an inspiration, along with Fattori's military paintings, for Senso, Visconti's great film reflecting on the contradictions of the Italian Risorgimento — of which the Macchiaioli remain its most significant interpreters.



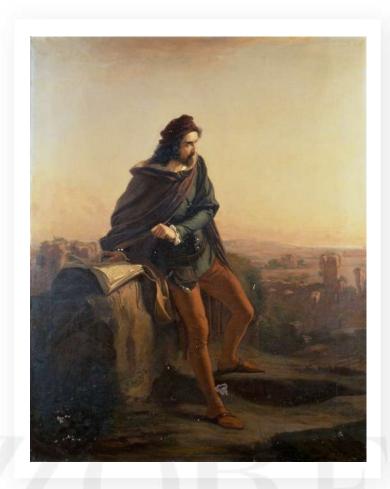
PALAZZO REALE | FEBRUARY 3rd - JUNE 14th 2026





The exhibition unfolds through nine sections:

- I. Great ideals and the defense of Rome
- II. Florence and the identity of the nation from Dante to the Renaissance
- III. Italian Unification and the contemporary epic
- IV. 1861: The Macchiaioli and the National ExhibitionV. The paths of the "macchia" between Liguria andTuscany
- VI. Portraiture: Reflection of a new humanity VII. The elegy of everyday life
- VIII. Mazzini's death and the betrayed Risorgimento
- IX. Milan and the rediscovery of the Macchiaioli through collecting and cinema: Toscanini and Visconti

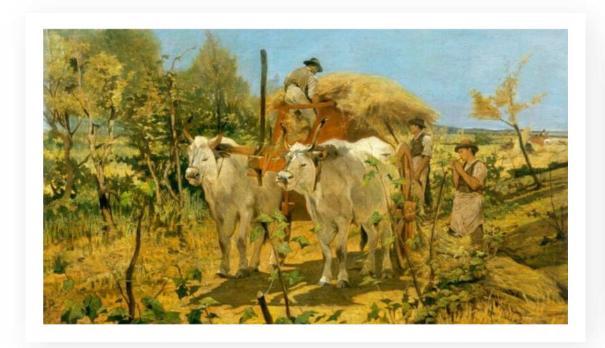


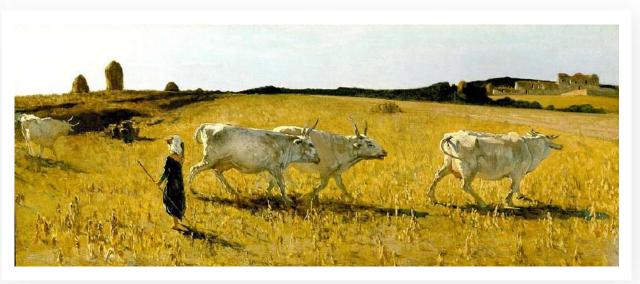


PALAZZO REALE | FEBRUARY 3rd – JUNE 14th 2026









PALAZZO REALE | FEBRUARY 3rd – JUNE 14th 2026









# PALAZZOREALE



### **SPONSORING THE EXHIBITION**

### THE MACCHIAIOLI

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 opened Museum for up to 50 pax
1 thank-you page on II Sole 24 Ore, related to the sponsored project (institutional page, no product communication)

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<sup>\*</sup> Catering and technical service charged to the client

### **ECONOMIC OFFER**

THE MACCHIAIOLI

**PARTNER** 

50.000€

+ VAT

**SPONSOR** 

100.000€

+ VAT

MAIN SPONSOR

150.000€

+ VAT



<sup>\*</sup> The title of **Main Sponsor** does not imply absolute exclusivity, but only exclusivity within the product category.





PALAZZO REALE - FALL 2026

!

THE FIRST MAJOR EXHIBITION IN MILAN DEDICATED TO THE RENOWNED BRUEGHEL FAMILY.

!

PALAZZO REALE: FIRST EXHIBITION VENUE FOR THE INTERNATIONAL PUBLIC.

!

EUROPEAN DIMENSION: THEIR INFLUENCE EXTENDED ACROSS EUROPE, INCLUDING ITALY.

!

FROM SHOP TO FAMILY BUSINESS:
THE BIRTH OF THE BRUEGHEL BRAND
ORIGINAL LANGUAGE,
EXPORTABLE AND RECOGNIZABLE

!

COLLECTING AND "FASHIONABLE"
PAINTING:
A STYLE PRIZED BY MAJOR EUROPEAN
COURTS.

!

THE BIRTH OF GENRE PAINTING: ARTISTIC SPECIALIZATION IN LANDSCAPES AND SCENES OF EVERYDAY LIFE.

240RE CULTURA

PALAZZO REALE - FALL 2026

Concept by **Bernard Aikema**Curated by **Carlotta Striolo** and **Dolores Delgado** –
Museo Nacional Thyssen-Bornemisza

Following the ideal line 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 Brueghel dynasty.

From the inventions of Pieter Brueghel the Elder, through the works of his sons — Pieter the Younger, tireless continuer of the workshop, and Jan the Elder, an established artist at Europe's most influential courts—the exhibition reconstructs the creative forge that became the "Brueghel brand", a force that shaped European artistic production and whose value we still recognize today.



240RE CULTURA

PALAZZO REALE - FALL 2026

Over three generations, the **Brueghel workshop** evolved into a true **family enterprise**, capable of codifying a **recognizable and highly desirable style** far beyond the Flemish borders.

The "Brueghel brand" spread throughout Europe, winning over courts, collectors and patrons who saw in these images a unique balance of narrative and wonder.

This combination of invention, recognizability and replicability turned the Brueghel signature into an ante litteram trademark — an influential visual identity shaping the taste of the time and leaving a lasting imprint on European figurative culture.



240RE CULTURA

PALAZZO REALE - FALL 2026

The masterpieces on display are based on innovative representations of rural scenes, seascapes, and battles, as well as the first still lifes properly understood in their various forms, introduced by Pieter the Elder, inventor of a realistic visual language, and his sons, who were able to capture and spread his legacy.

The fertile ground for these innovations was not only the cities of Antwerp, Prague and the Netherlands, but also the Mediterranean world, in a period of great economic, social and cultural ferment and development, including Italy.



240RE CULTURA

PALAZZO REALE - FALL 2026





240RE CULTURA

PALAZZO REALE - FALL 2026







### **SPONSORING THE EXHIBITION**

### THE BRUEGHELS. THE ORIGINS OF GENRE PAINTING IN EUROPE

	PARTNER	SPONSOR	MAIN SPONSOR
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)	$\checkmark$		✓
Release in press kit			<b>√</b>
Dedicated promotions at the exhibition ticket office and bookshop ( fees reduced by 10%)			
Invitations to the exclusive opening of the exhibition	5	10	15
Free entrance tickets for company stakeholder	50	80	100
Exhibition catalogues in homage for company stakeholder	5	20	50
1 exclusive event with guided tour of the exhibition at closed Museum and space for convivial moment for up to 100 people*		1	2
1 guided tour of the exhibition at opened Museum for up to 50 pax	2		
1 thank-you page on Il Sole 24 Ore, related to the sponsored project (institutional page, no product communication)			

<sup>\*</sup> Catering and technical service charged to the client

### **ECONOMIC OFFER**

THE BRUEGHELS. THE ORIGINS OF GENRE PAINTING IN EUROPE

**PARTNER** 

50.000€

+ VAT

**SPONSOR** 

100.000€

+ VAT

MAIN SPONSOR

150.000€

+ VAT

