24 ORE CULTURA
CONSULTANCY AND SERVICES

Gruppo Il Sole 24 ORE

24 ORE Cultura

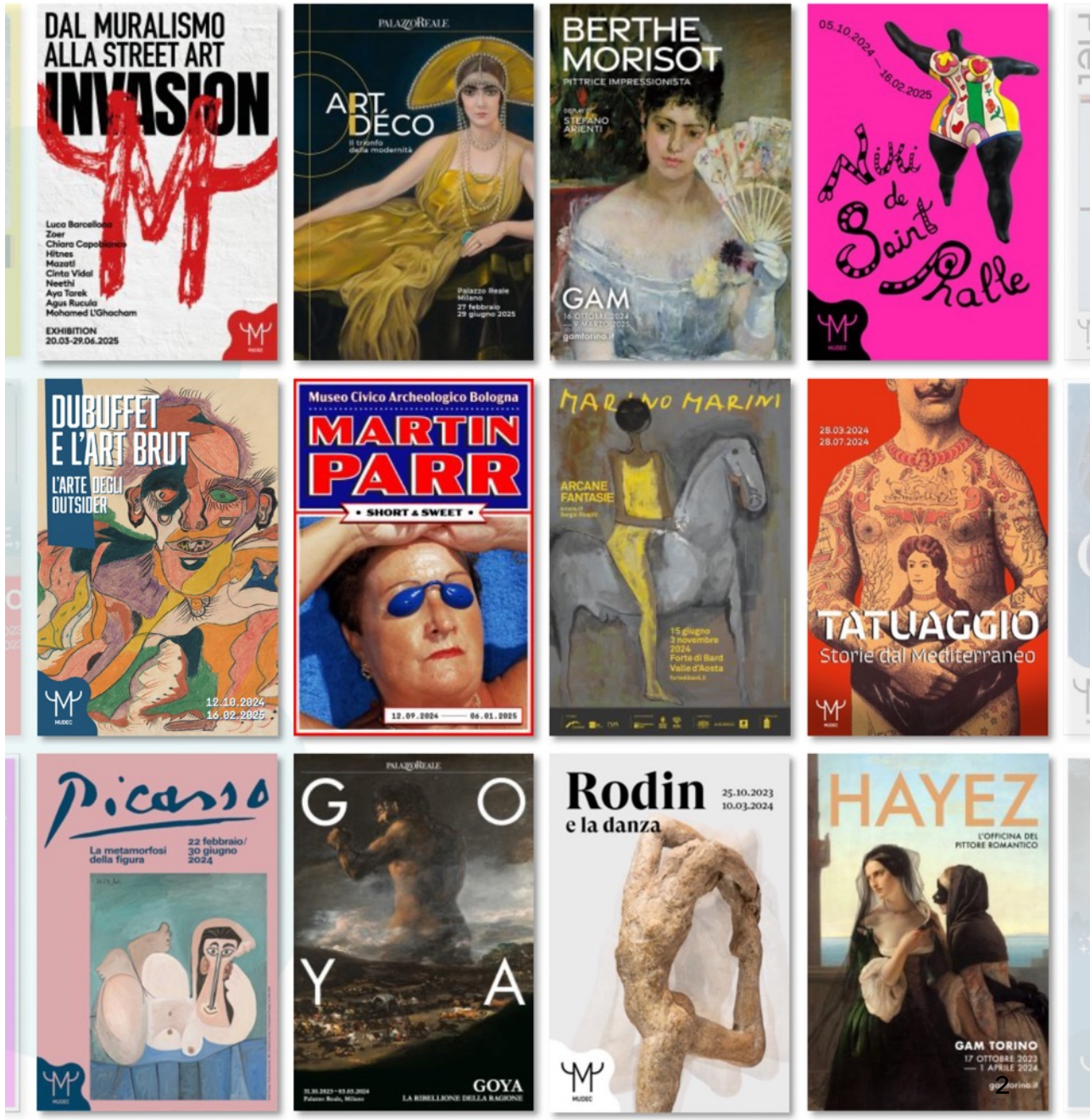
24 ORE CULTURA – WHO WE ARE

24 ORE Cultura is part of Gruppo Il Sole 24 ORE and a leading producer and organiser of art exhibitions and cultural projects.

Over the past twenty-five years, the company has become one of the leading exhibition producers and organisers in Italy collaborating with major national and international institutions.

In addition to producing numerous exhibitions in Italy, 24 ORE Cultura exports exhibition projects abroad, drawing on an international network developed over more than twenty years.

Thanks to extensive experience and specific know-how, 24 ORE Cultura supports public and private institutions, national and international companies and clients, in promoting and enhancing their artistic, archives and cultural heritage.



EXHIBITIONS

24 ORE CULTURA

24 ORE Cultura has organised over two hundred and fifty major exhibition projects at leading museums and exhibition venues. The company is a key partner for major national public institutions, including MUDEC – Museo delle Culture, Palazzo Reale, Palazzo Morando, GAM – Galleria d'Arte Moderna and Fabbrica del Vapore in Milano, as well as Palazzo Ducale in Genova, Scuderie del Quirinale and Palazzo delle Esposizioni in Roma, Palazzo Te in Mantova, Galleria d'Arte Moderna, Palazzo Chiablese and Polo dei Musei Reali in Torino, and Palazzo Ducale, Museo Correr and Museo Fortuny in Venezia.

24 ORE Cultura maintains ongoing collaborations with major international museums, including Tate in Londra, Centre Pompidou, Musée d'Orsay and Musée Marmottan Monet in Parigi, MAMAC in Nizza, Kröller-Müller in Otterlo, Kunstmuseum Den Haag, Boijmans Van Beuningen Museum in Rotterdam, Belvedere Museum in Vienna, Thyssen Bornemisza and Real Academia de Bellas Artes in Madrid, National Museum, Museu Nacional de Arte Antiga in Lisbona, National Museum of Fine Arts in Budapest, Ermitage in San Pietroburgo and Whitney Museum in New York.



MUSEUM AND ART COLLECTION MANAGEMENT

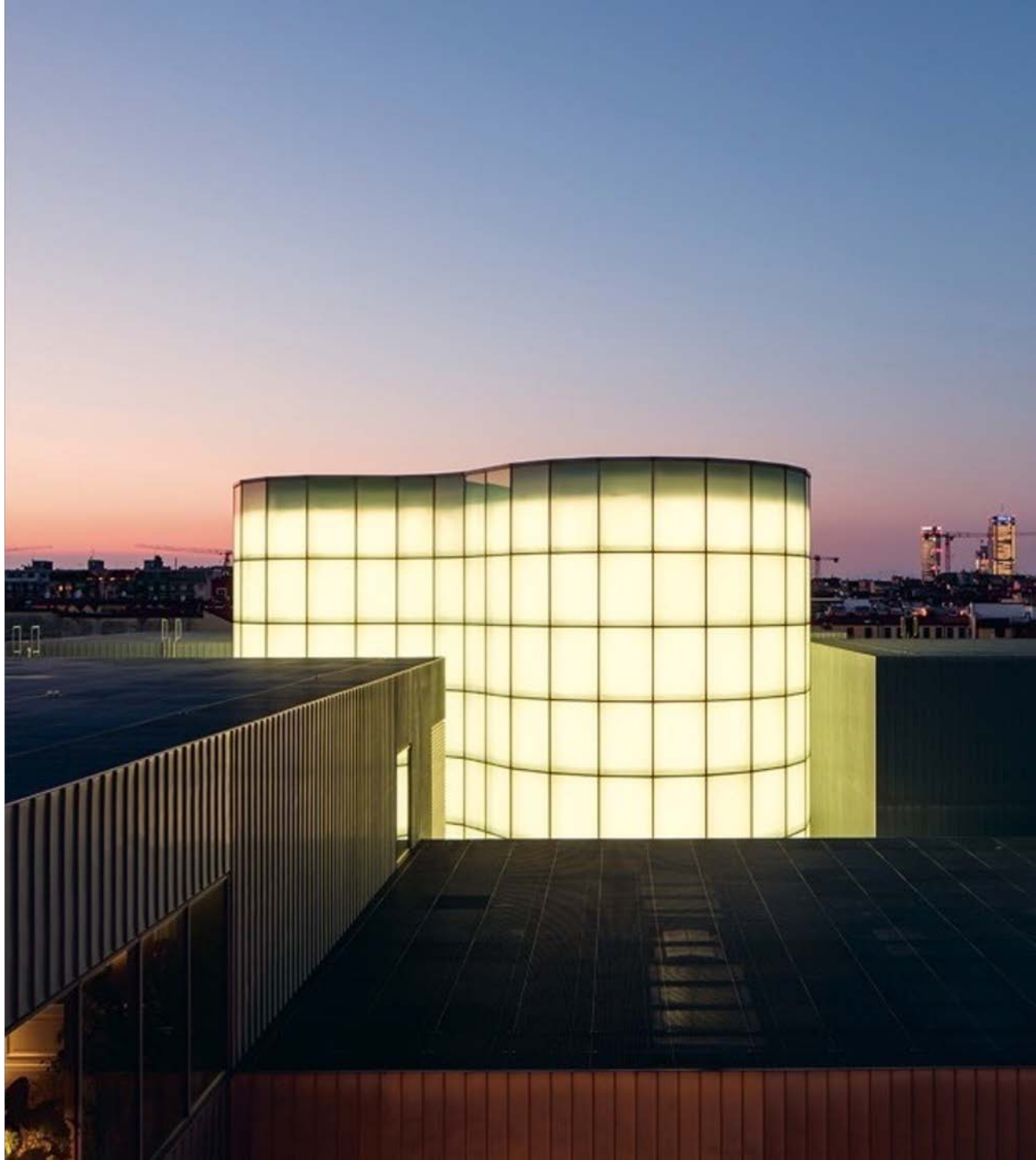
24 ORE CULTURA

24 ORE Cultura manages public and private museums and art collections.

MUDEC – Museo delle Culture, a museum of the Municipality of Milan, exemplifies a unique and successful collaboration between the public and private sectors in Italy. Designed by architect David Chipperfield, the museum opened in 2015.

24 ORE Cultura manages the museum, developing and producing temporary exhibitions in partnership with major international museums. The company delivers educational programmes for schools, families and adult groups, manages the venue and its commercial activities, and organises B2B and B2C events for companies.

The Municipality of Milano oversees the conservation, study and safeguarding of the permanent collection. 24 ORE Cultura promotes the collection and develops communications that bring its cultural content to wider audiences.

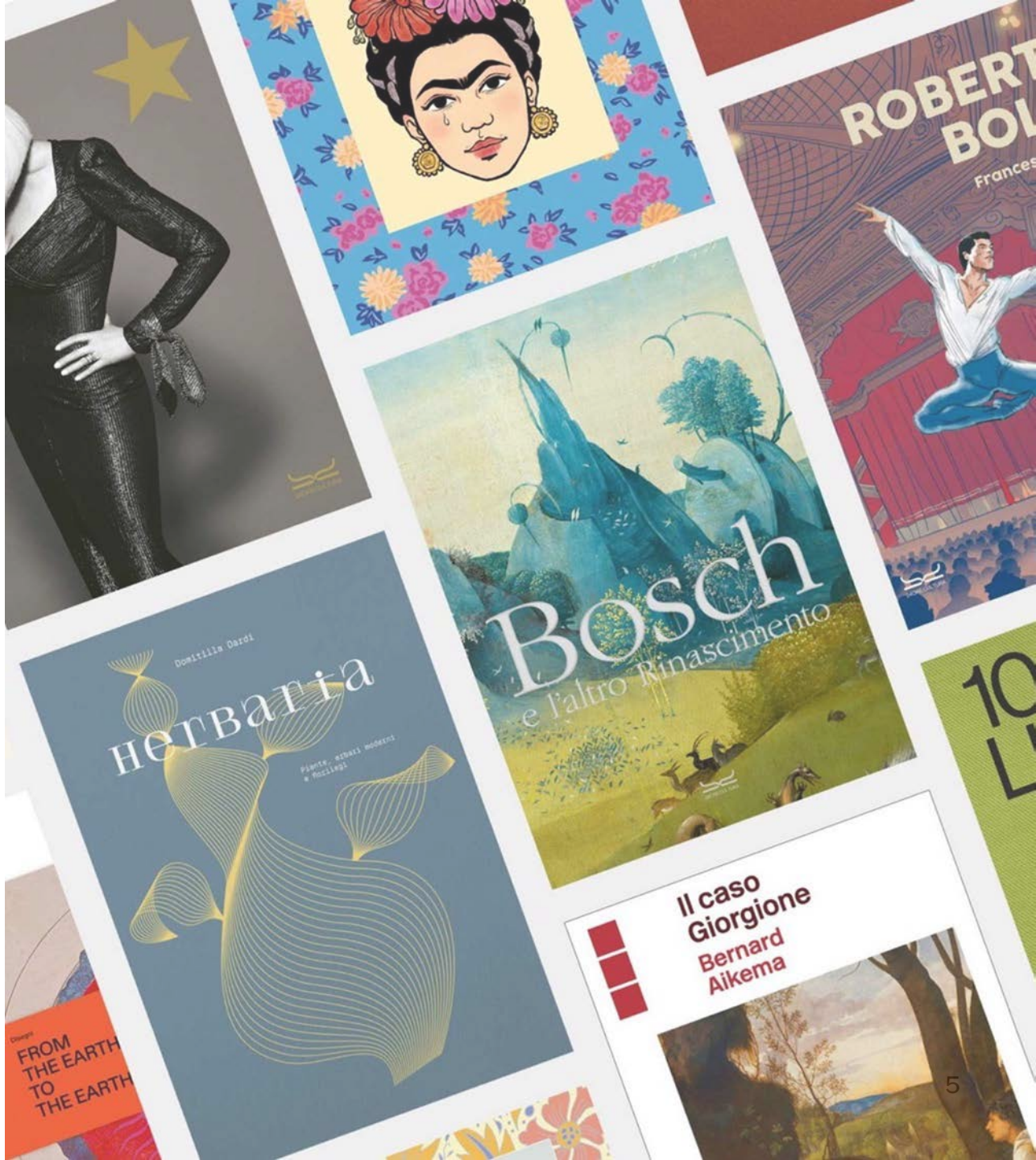


PUBLISHING AND RETAIL

24 ORE CULTURA

24 ORE Cultura began its activity as a publisher in 1989. Today, its three publishing imprints, 24 ORE Cultura, 24 ORE Cultura KIDS and 24 ORE Cultura COMICS, produce illustrated books in the fields of art, fashion, design, architecture and photography, including for prestigious international publishers, alongside activity books, picture books and graphic novels. The company distributes its publications throughout Italy through bookshops, museum bookshops and online channels, and produces commissioned publications.

24 ORE Cultura also manages exhibition bookshops and permanent stores, including the Mudec Design Store.

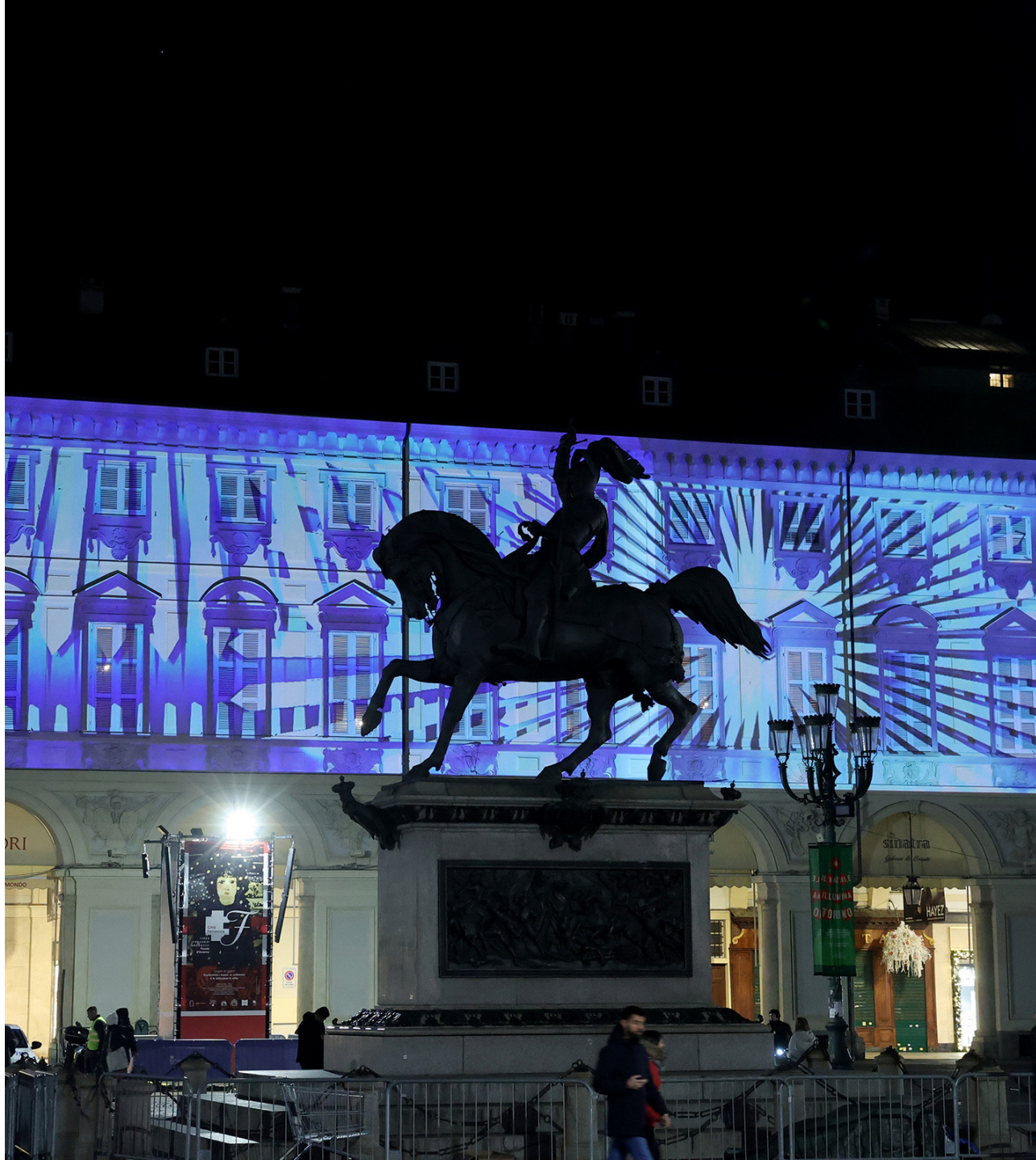


A COMPREHENSIVE CULTURAL PARTNER

24 ORE CULTURA

24 ORE Cultura is a strategic cultural partner offering comprehensive support to public and private institutions and companies in Italy and abroad. The company promotes and enhances their heritage and develops projects that use culture to support positioning, communication, promotion and corporate social responsibility, in line with each partner's strategic objectives and the needs of local communities.

Drawing on each partner's heritage, identity and strategic priorities, 24 ORE Cultura develops meaningful experiences that create value, open new narratives and dialogue with diverse audiences, and contribute to cultural and local development.



AREAS OF ACTIVITY

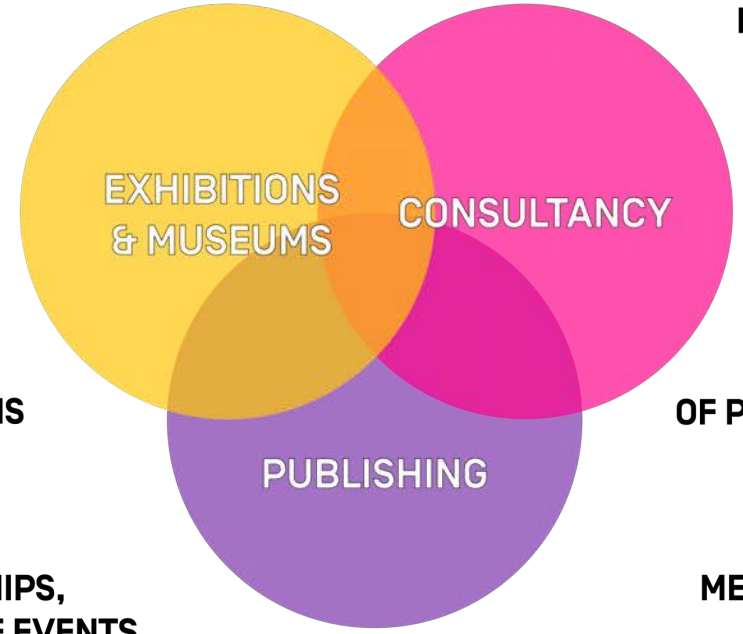
24 ORE CULTURA

DESIGN AND PRODUCTION
OF NATIONAL AND INTERNATIONAL EXHIBITIONS

MARKETING AND PROMOTIONAL
STRATEGIES

ADVISORY SERVICES AND PROMOTION PROJECTS
FOR PUBLIC AND PRIVATE
MUSEUM AND CORPORATE COLLECTIONS

COMMUNICATION STRATEGIES
AND PRESS OFFICE



ART PUBLISHING

CULTURAL CONSULTING
FOR COMPANIES, PUBLIC ADMINISTRATIONS
AND CULTURAL INSTITUTIONS

PLANNING AND DEVELOPMENT
OF PUBLIC PROGRAMS AND EDUCATIONAL PROJECTS
FOR KIDS AND ADULTS

INSTITUTIONAL PARTNERSHIPS,
SPONSORSHIP AND CORPORATE EVENTS

MERCHANDISING AND BOOKSHOP
MANAGEMENT

NETWORKING AND INTERNATIONAL
COLLABORATIONS

CONSULTING SERVICES FOR THE PROMOTION OF COLLECTIONS, ARCHIVES, AND CULTURAL HERITAGE



SERVICES

CONSULTING SERVICES FOR THE PROMOTION
OF COLLECTIONS, ARCHIVES, AND CULTURAL HERITAGE

01

ART ADVISORY SERVICES

Drawing on an extensive network of specialists, 24 ORE Cultura supports partners in cataloguing and inventorying collections, appraising assets and determining fair value, for artworks and other holdings. Specialists in each discipline assess individual works and recommend appropriate conservation and enhancement strategies.

02

MUSEUM DEVELOPMENT AND MANAGEMENT

24 ORE Cultura is a key partner for the design, development and management of museums and art collections, in both physical and digital formats.

03

COLLECTIONS AND ARCHIVES: EXHIBITIONS

24 ORE Cultura promotes and enhances collections through physical and digital exhibition projects across a range of themes and provides consultancy services for international exhibition touring.

24 ORE Cultura



SERVICES

CONSULTING SERVICES FOR THE PROMOTION
OF COLLECTIONS, ARCHIVES, AND CULTURAL HERITAGE

04

COLLECTIONS AND ARCHIVES: PUBLISHING

24 ORE Cultura promotes and enhances collections and archives through catalogues, other editorial products and bespoke merchandise, developing original content or drawing on archival materials.

05

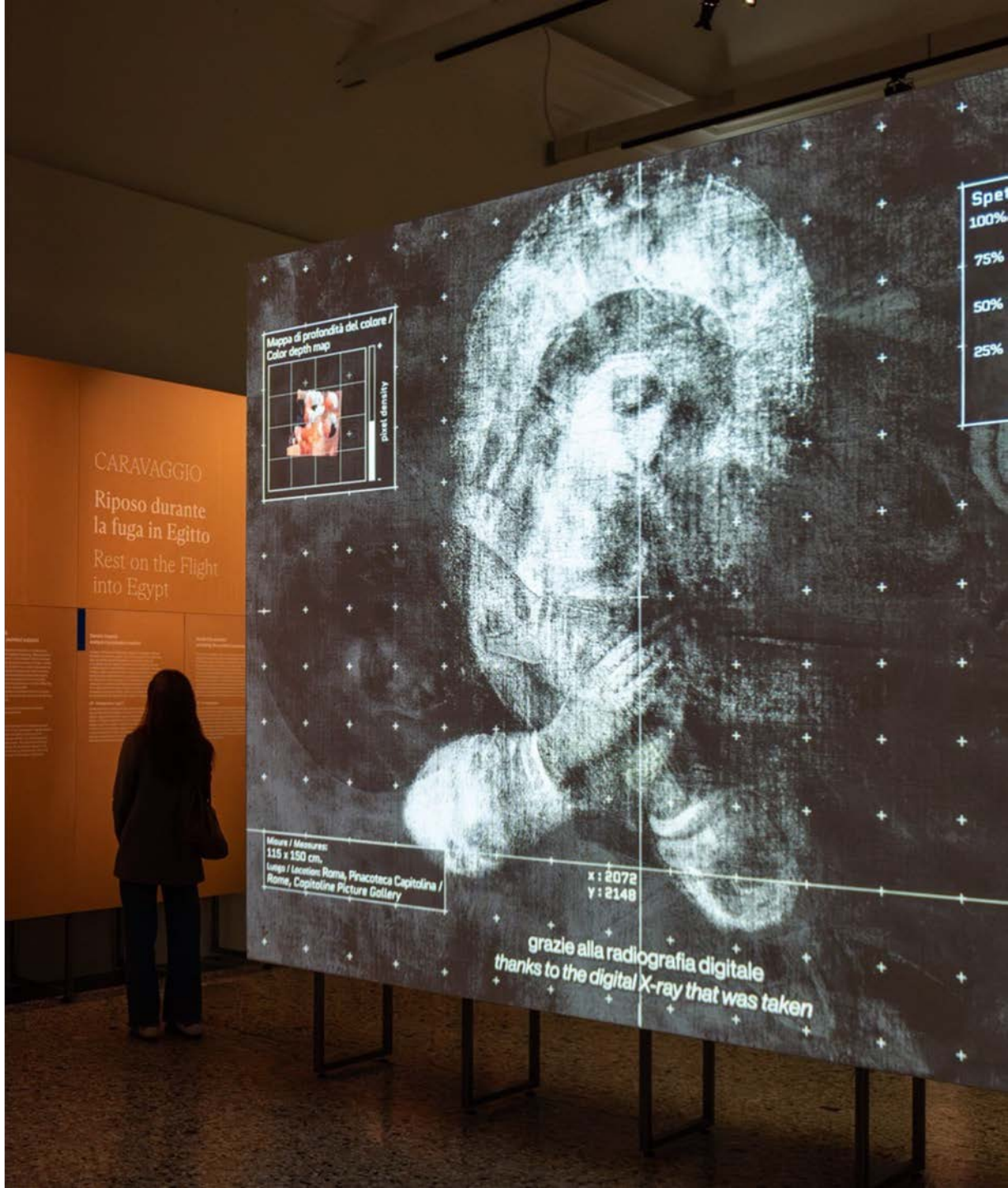
COMMUNICATION PROJECTS

24 ORE Cultura develops communication formats and physical and digital events that promote each partner's heritage, deepen understanding and engage wider audiences.

06

INTERNATIONAL NETWORK

24 ORE Cultura gives partners access to an international network of cultural institutions for dialogue and collaboration, alongside experienced sector professionals who ensure the quality of each cultural project.



SERVICES

CONSULTING SERVICES FOR THE PROMOTION OF COLLECTIONS, ARCHIVES, AND CULTURAL HERITAGE

Alongside its consultancy services for collections and heritage, 24 ORE Cultura provides public authorities, institutions and companies with strategic support for cultural projects that promote heritage and foster the international development of public and private creative industries.

Drawing on its extensive experience, the company supports partners throughout each project, from planning to delivery. Initiatives range from nationwide roadshows showcasing Italian excellence to urban regeneration projects and the enhancement of public spaces through projection mapping, sound and lighting design.



24 ORE Cultura



EXHIBITION DEVELOPMENT AND PRODUCTION SERVICES

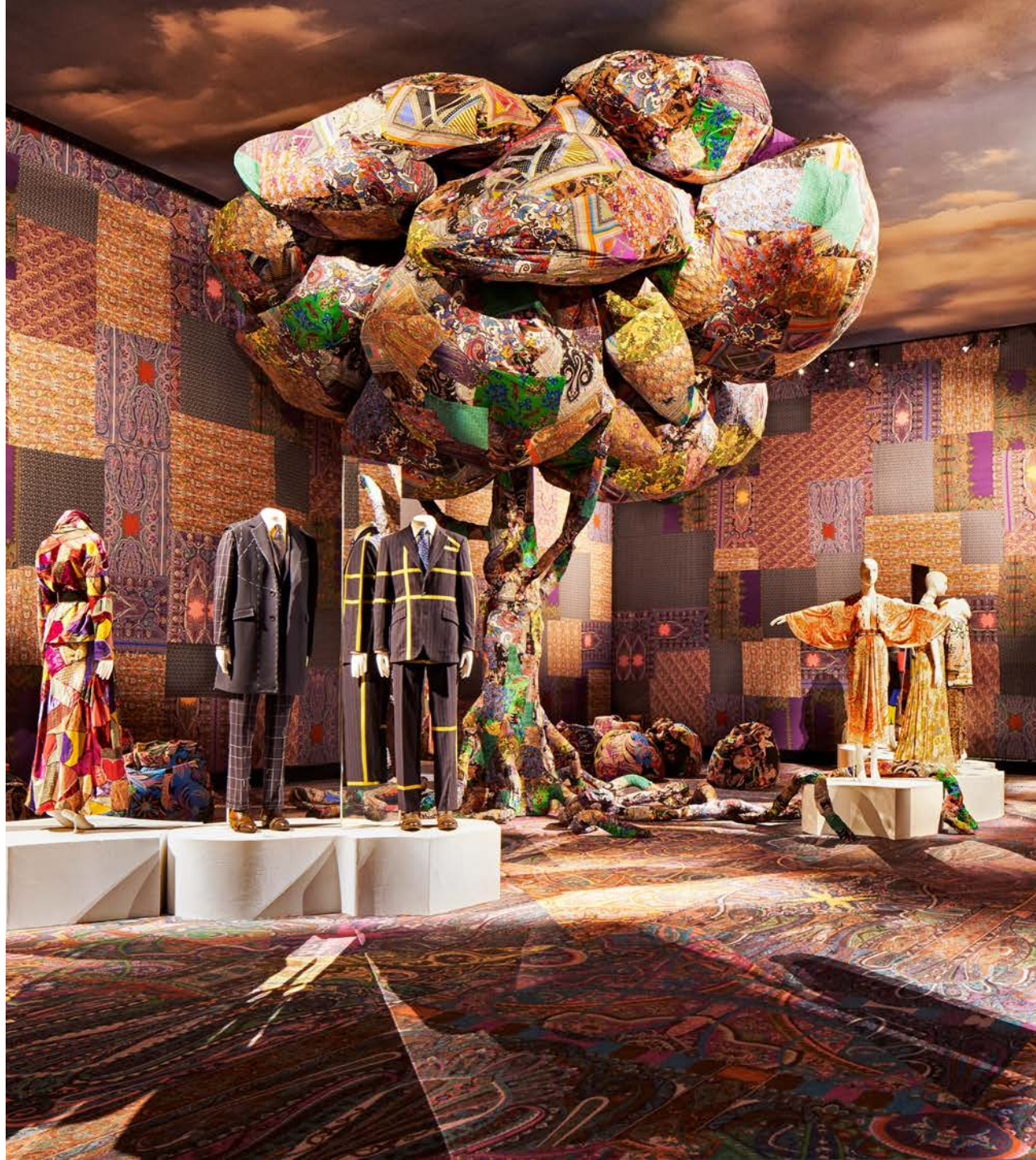
SERVICES

EXHIBITION DEVELOPMENT AND PRODUCTION

Drawing on its extensive experience in producing exhibitions and cultural events, 24 ORE Cultura offers its specific know-how to public and private cultural institutions and companies.

The company's Development, Exhibitions and International Relations Department provides the following services:

- Research and development of bespoke exhibition projects for museums and exhibition venues, in line with each institution's strategic priorities.
- Design and production of exhibitions for institutions and companies, drawing on existing collections and materials or developing original projects from each partner's identity and heritage.
- Consultancy and support in developing strategies to establish and strengthen international networks.



24 ORE Cultura

SERVICES

EXHIBITION DEVELOPMENT AND PRODUCTION

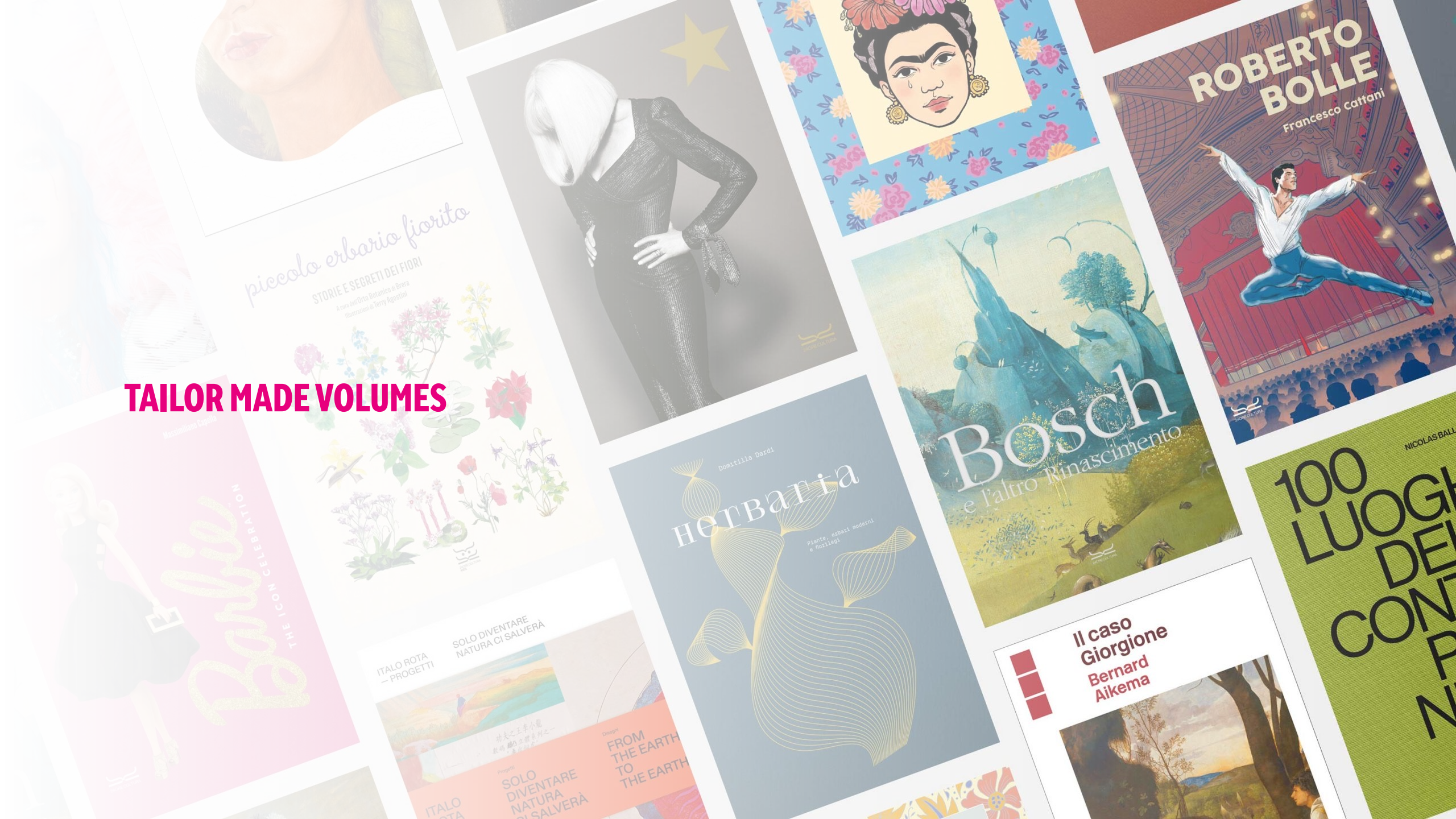
For each exhibition project, 24 ORE Cultura engages internationally renowned curators with specialist expertise, alongside architects, set designers, engineers, designers, lighting specialists and graphic designers.

Drawing on the expertise of its Exhibitions Department, 24 ORE Cultura manages exhibition production and provides all the services required for delivery:

- Organisational administration, project management and registrar services, including loan agreements, contracts with curators and other professionals, and coordination of installation works
- Condition reporting, conservation and restoration through specialist external providers
- Transport arrangements and insurance of artworks
- Exhibition and lighting design, installation and all required safety certifications
- Graphic design and production
- Development of educational projects and complementary public programmes
- Production of exhibition catalogues and guides
- Production of bespoke merchandise
- Integrated communication strategies
- Ticketing through external providers



TAILOR MADE VOLUMES



TAILOR MADE VOLUMES

ORIGINAL CONTENT OR MATERIALS FROM PARTNERS' MATERIALS

24 ORE Cultura has longstanding partnerships with public and private bodies, companies and institutions, producing bespoke publications that celebrate corporate milestones, achievements and anniversaries.

Each editorial project can draw on archival materials or take shape as an original publication, with commissioned photography and contributions from authors selected by the editorial team.

The publishing house manages the entire editorial process, from graphic design and content development to commissioning authors and photographers. Its services include image research, photographic commissions, printing and distribution, alongside communication and press office support.



24 ORE Cultura

INTEGRATED COMMUNICATION



SERVICES

INTEGRATED COMMUNICATION

24 ORE Cultura, part of Gruppo Il Sole 24 ORE, specialises in developing cultural projects and promoting and enhancing museums and artistic heritage.

From concept development and content creation to detailed planning and delivery, 24 ORE Cultura supports clients at every stage with a coherent, integrated communication strategy.

PRESS OFFICE

Working within an established and respected publishing organisation, the 24 ORE Cultura Press Office brings in-depth knowledge of the national and international media landscape.

Collaboration with Gruppo Il Sole 24 ORE enables direct relationships with a broad range of media outlets selected for their relevance to each project's subject matter and audiences, ensuring extensive, targeted media coverage.



SERVICES

INTEGRATED COMMUNICATION

The Press Office draws on specialist expertise in the cultural sector and provides:

- Narrative development: defining the concept and producing written and multimedia materials, including press releases, media kits and tailored press invitations.
- Multichannel distribution: circulating press materials to daily newspapers, weekly and monthly publications at national and international level.
- Media relations: maintaining dialogue with editorial teams, organising press conferences, managing accreditation and press follow-up, and monitoring media coverage.

This integrated approach builds a strong presence across relevant media, promoting each cultural project through a coherent and compelling narrative.



SERVICES

INTEGRATED COMMUNICATION

DIGITAL COMMUNICATION

24 ORE Cultura develops integrated digital strategies to promote cultural projects, shaping their narratives across websites, social media and email marketing.

Services include:

- Communication strategy and content development
- Editorial planning in line with each project's objectives
- Creation of written, graphic and video content tailored to each platform
- Adaptation of content formats informed by ongoing monitoring of trends

24 ORE Cultura supports clients from initial planning to day-to-day social media management, with complementary digital PR, influencer marketing and social media advertising campaigns.



SERVICES

INTEGRATED COMMUNICATION

MEDIA PLANNING

24 ORE Cultura plans and manages out-of-home advertising campaigns, combining creative development and strategic planning to promote exhibitions, cultural initiatives and museums.

Advertising locations include busy city-centre areas and major transit routes, selected to reach diverse audiences effectively.

The company also delivers direct marketing, unconventional marketing and lead generation activities, alongside display advertising in specialist and general-interest publications, digital campaigns, radio and television advertising.

Together, these activities provide immediate visibility and broad coverage, strengthening recognition and recall of the campaign message.



SERVICES

INTEGRATED COMMUNICATION

EMAIL MARKETING

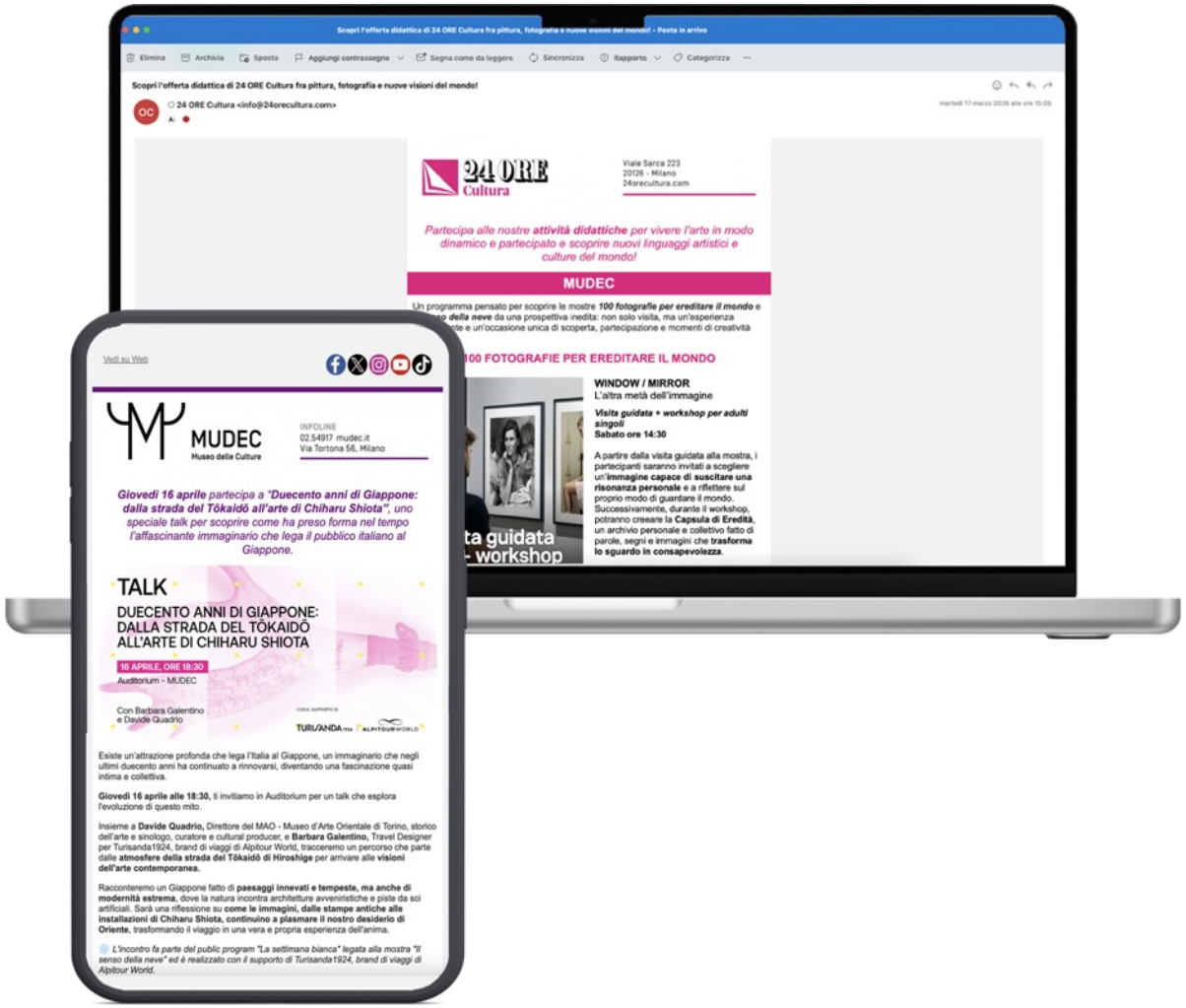
24 ORE Cultura maintains a segmented mailing list of over 270,000 contacts with an interest in culture, including:

- 250,000 individuals
- 13,000 associations
- 9,000 schools, universities and academies

Targeted segmentation enables communication campaigns tailored to the interests and needs of each audience.

Services include:

- Direct email marketing and newsletter strategy
- Editorial planning, content creation and mailing management
- Development of bespoke mailing lists to meet each project's specific requirements



SERVICES

INTEGRATED COMMUNICATION

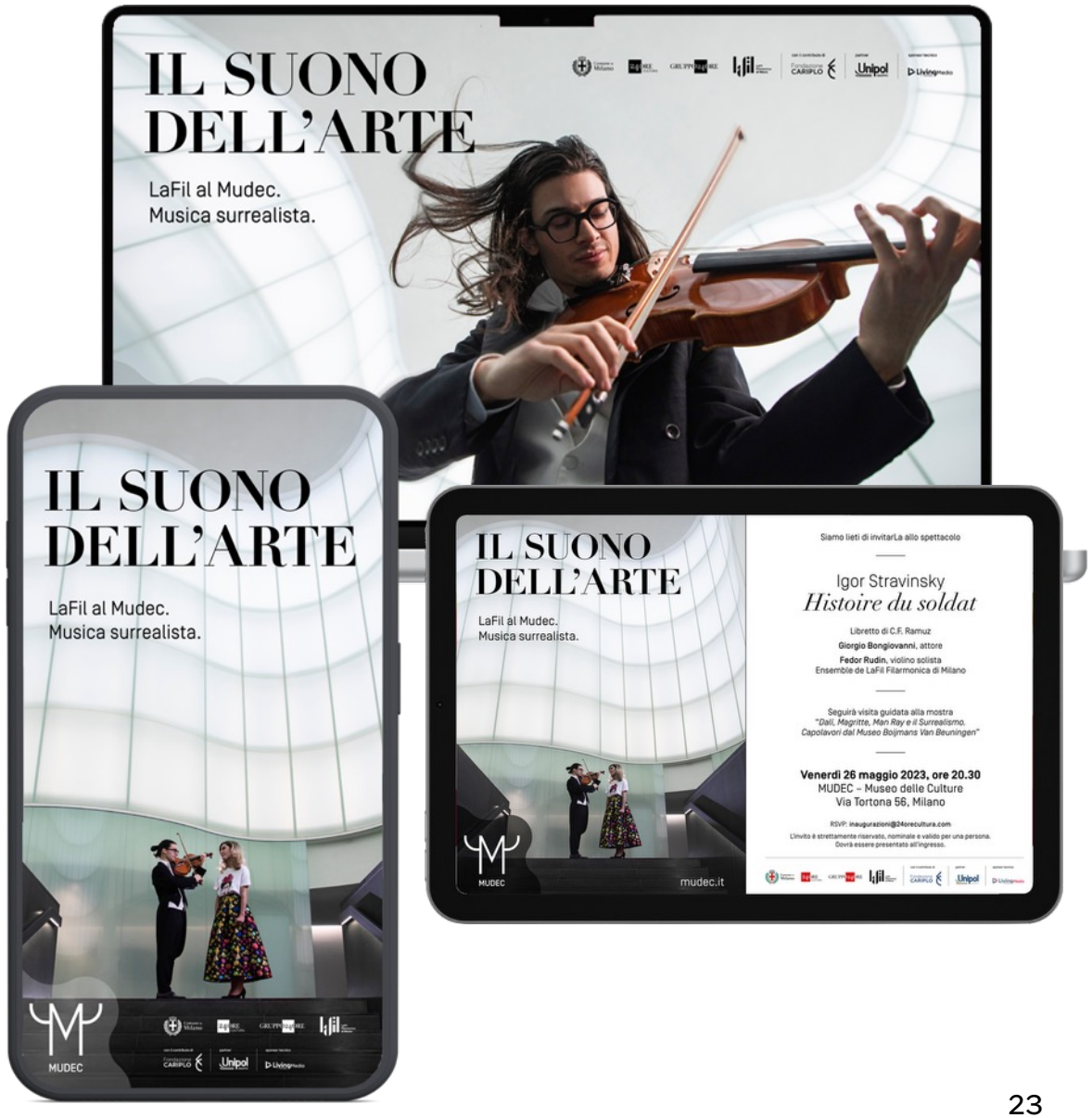
VISUAL IDENTITY DESIGN AND APPLICATION

24 ORE Cultura develops distinctive visual identities and original, recognisable campaigns.

Services include:

- Definition of a coherent visual identity and distinctive graphic elements
- Adaptation across digital and offline communication channels
- Exhibition design

This integrated approach ensures visual consistency and effective communication across every point of contact with the project.



24 ORE CULTURA
EDUCATIONAL



SERVICES

24 ORE CULTURA EDUCATIONAL

For over twenty years, 24 ORE Cultura has developed bespoke educational projects for cultural institutions and companies, promoting public and private collections and broadening museum audiences through greater accessibility, engagement and participation.

Its team of specialists adopts a multidisciplinary educational approach based on learning by doing, combining theoretical content with practical experiences for children, schools, families and adults.

The educational programme includes:

- Guided tours and workshops for schools and families at exhibitions, museums and monuments
- Theatrical tours and participatory performances
- Educational workshops
- Cultural events and public programmes
- Summer and winter camps
- Bespoke projects and events for companies
- Special projects and edutainment formats
- Educational projects addressing ESG themes
- Corporate team-building activities



SERVICES

24 ORE CULTURA EDUCATIONAL

24 ORE Cultura's educational activities play an established role in promoting cultural heritage, engaging thousands of participants every year, particularly children and families. The company supports public and private institutions in developing bespoke programmes that bring together artistic content and social themes.

24 ORE Cultura designs tailored experiences combining art, culture and storytelling to strengthen brand positioning, promote products and services, and develop new forms of audience engagement.

Each experiential format engages diverse audiences and creates meaningful connections between business and culture.



24 ORE Cultura

SERVICES

24 ORE CULTURA EDUCATIONAL

Corporate social responsibility projects and ESG strategies are an increasingly important area of development.

24 ORE Cultura supports companies in designing educational and cultural programmes tailored to their specific needs, identity and objectives, translating corporate values into tangible, measurable experiences.

These projects include cultural inclusion and accessibility initiatives, programmes for local communities, educational activities addressing environmental and social themes, and participatory programmes with a positive, lasting impact.

Art and culture provide strategic opportunities to engage stakeholders in dialogue, strengthen reputation and make a meaningful contribution to sustainability goals.



SERVICES

24 ORE CULTURA EDUCATIONAL

24 ORE Cultura designs bespoke team-building programmes inspired by art and culture. These experiences help teams strengthen relationships, practise active listening and manage differences constructively. They foster collaboration, trust and shared goals, while developing leadership, communication and problem-solving skills.

24 ORE Cultur also provides integrated project management, from concept development and production planning to the selection of facilitators and the coordination of each activity.

Each initiative can include a communication strategy tailored to its objectives and audiences and the Gruppo Il Sole 24 ORE media network further enhance the project visibility and impact.





