“Enhancement of Cultural Heritage through the Public Awareness”

Director: Mario Resca
Appointed: September 1, 2009


<table>
<thead>
<tr>
<th>Year</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006/2007</td>
<td>-0.38%</td>
</tr>
<tr>
<td>2007/2008</td>
<td>-3.89%</td>
</tr>
<tr>
<td>2008/2009</td>
<td>-2.22%</td>
</tr>
</tbody>
</table>
VISION AND OBJECTIVES

VISION
ENHANCE AND PROMOTE ITALIAN CULTURAL HERITAGE, ESTABLISHING CONSISTENT LEADERSHIP ON AN INTERNATIONAL LEVEL, BRINGING CULTURAL VALUE AND ECONOMIC DEVELOPMENT TO THE COUNTRY.

OBJECTIVES

Reverse the negative trend with the objective of increasing visitors

2010 (+3%)
2011 (+5%)
2012 (+10%)

GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE

STRATEGY

MAKE THE VISITOR THE CENTER OF OUR ATTENTION

POSITIVE VISITOR EXPERIENCE
HOURS THAT MEET THE NEEDS OF THE VISIT
• INTEGRATED SERVICES (ACCESS, TRANSPORT, ETC.)
• ORGANIZED CULTURAL THEMATIC ITINERARIES
• OFFERING MORE COMPETITIVE SERVICES
• ACCESSIBILITY GUARANTEED FOR ALL
ENHANCE/PROMOTE
Sensitize to and promote knowledge of cultural heritage, ensuring the best conditions for use and enjoyment by the public.

SPREAD/DISSEMINATE
From the Latin “divulgare,” ‘make known to the populace’

COMMUNICATE

GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE

Timeline of communication planning and events 2011-2013

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>VALENTINE’S DAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOMEN’S DAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CULTURE WEEK</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MUSEUM NIGHT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EUROPEAN HERITAGE DAYS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MUSEUMS IN MUSIC</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE

REVERSAL OF NEGATIVE TREND IN 2009

2009 TOTALS
32,380,144 VISITORS

25.5.2012

GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE

THE GEN DIR. REVERSES THE NEGATIVE TREND 2009 - 2010

TOTALS 2010 vs 2009
+15.31% (37,336,961 visitors*)

INCOME (tickets) 2009 € 97,051,940
INCOME (tickets) 2010 €104,484,315
Δ PROCEEDS
+7.66% (€ 7,432,375)

INCOME (non-ticket) 2009 € 41,796,192
INCOME (non-ticket) 2010 € 46,209,838
Δ PROCEEDS
+10.56% (€ 4,413,646)

* Note: that data for 2010 visitors are influenced by the adoption in April 2010 of a new sample survey method for the Pantheon which replaced the previous one which relied on an attendance record. The net increase for Pantheon visitors was 6,810.
GD Available Budget:
€ 1,092,842,15 (including VAT)

INVESTED:

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media</td>
<td>831,929,02</td>
</tr>
<tr>
<td>Production costs</td>
<td>158,453,13</td>
</tr>
<tr>
<td>Participation in trade shows, promotion, marketing materials</td>
<td>101,460</td>
</tr>
</tbody>
</table>

2011
January – December
+7,24% Visitors
+5,35% Income
GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE
INTERNAZIONAL STRATEGY: PROMOTION OF ITALIAN CULTURAL HERITAGE ABROAD

• FIRST EXAMPLE OF ITALIAN MUSEALIZATION OUTSIDE OF NATIONAL TERRITORY:
  Tiananmen Square Italy Museum

• PROMOTION OF ITALIAN ART ABROAD:
  The Gold of Taranto at the Shanghai EXPO
  Caravaggio in Cuba

• INTEGRATED CULTURAL EFFORT:
  The Silk Roads

GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE
ITALY-CHINA PARTNERSHIP: PROMOTION OF ITALIAN CULTURE ABROAD

OPENING OF THE ITALY MUSEUM IN TIANANMEN SQUARE
PROJECT IN START-UP- INAUGURATION PHASE JULY 2012
OPENING OF THE CHINESE MUSEUM IN PALAZZO VENEZIA IN ROME
GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE

ITALY MUSEUM PROJECT IN TIANANMEN SQUARE

It is the first significant example of an Italian museum outside of national borders.

The project aims to promote knowledge of our cultural heritage and an integrated, cohesive and comprehensive image of our country.

The project is placed in the context of consolidated and thriving bicultural relations.

GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE

THE BEFFI TRIPTYCH AT THE NATIONAL GALLERY OF ART OF WASHINGTON, D.C.: MORE THAN 300,000 VISITORS

Displayed at the National Gallery of Art of Washington, D.C., on loan from The National Museum of Abruzzo.

Over 300,000 visitors were recorded
(source: National Gallery of Art)
GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE
PUBLIC-PRIVATE PARTNERSHIP

The Gold of Taranto at the Shanghai EXPO: A trip through Italy’s fine goldsmithing tradition, made possible by a collaboration between the Ministry and the Bulgari Group.

From October 2-31, the Italian Pavilion of the Shanghai Expo 2010 hosted “From the Gold of Taranto to the Gems of Bulgari: the excellence of Italian goldsmiths”, a historical exhibits on our craftsmanship in working with precious metals from 600 B.C. to the 21st Century

GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE
PUBLIC-PRIVATE PARTNERSHIP

“CARAVAGGIO EN CUBA”
More Than 15,000 Visitors from 23- September 2011

“Narciso alla fonte” and 12 “Caravaggeschi” paintings exhibit at Museo Nacional de Las Bellas Artes de L’Havana untill 27th november.
Partner: Blue Panorama Airlines
COMMUNICATE

GOOGLE STREET VIEW

MINISTRY AGREEMENT

MAPPED:
Pompeii, old and new excavations- Pompeii
The Baths of Caracalla- Rome
The Baths of Diocletian- Rome
The Roman Forum- Rome
Palatine Hill- Rome
Gabii Archaeological Site- Roma
Appian Area- Roma
Hadrian's Villa- Tivoli
Villa D'Este - Tivoli
Herculaneum Archaeologica Areae- Herculaneum
Capodimonte Museum- Naples
Royal Palace of Caserta- Caserta

COMMUNICATE

GOOGLE BOOKS

@Libris

Agreement to digitalize one million volumes financed by

Google
COMUNICARE

GOOGLE ART PROJECT

14 million visits in the first 10 days

Includes 17 museums around the world, from New York’s MOMA to the Uffizi Gallery in Florence, to the Tate Gallery in London.

There are 1061 high resolution works of art that can be admired directly from the PC screen, as well as 17 masterpieces (one for each museum), in gigapixel resolution.

Among these is Botticelli’s “Birth of Venus,” held in Florence.

COMMUNICATE to inform

SOCIAL NETWORKING – A CULTURAL REVOLUTION

SINCE NOVEMBRE 2009 THE MINISTRY HAS A PRESENCE ON TWO OF THE MOST DIFFUSE SOCIAL NETWORKING PLATFORMS (FACEBOOK AND TWITTER) WITH TWO DEDICATED PAGES AND IS ON YOUTUBE:

www.facebook.com/MiBAC 40,000 Fans

twitter.com/Mi_BAC 6,000 Followers

www.youtube.com/interculturali 256,589 Views
APPERS FOR SMARTPHONE E TABLETS

The i-MiBAC Voyager project consists of a free app on the iOS iPhone and iPad (Apple) platforms that allows a user to see, in 3D and real time on the screen, a virtual reconstruction of the Roman Forum from the Constantine period, while the user walks in the Forum itself.

This app, the only one of its kind, can recognize any rebuilt monument among those present in the area of interest, providing the user with a multi-language audio guide that gives information about the monument.

This project was developed in collaboration with CATTID from the University of Rome “La Sapienza”

GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE

TENDERS

JUNE 30, 2010 - INVITATIONS TO TENDER ARE OPENED FOR THE OUTSOURCING OF SERVICES TO THE PUBLIC FOR THE MANAGEMENT OF TICKET OFFICES, EXHIBITS, BOOKSHOPS, RESTAURANTS AND SNACK BARS AFTER THREE YEARS OF DELAYS

23 invitations to tender for 70 museums, monuments, and archaeological areas.
GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE

TRAINING

LUISS
LMA – LUSS MASTER OF ART
Length: 15 months
Started in October 2010, first edition
In September 2011 the exhibit curated by Achille Bonito Oliva and created by the students was inaugurated.
Numerous enrollment requests have already been received for the 2nd edition.

Sole 24 ore
MASTERS IN MANAGEMENT AND ECONOMICS OF CULTURAL HERITAGE
Length: 12 months
The Sole 24 ORE Masters is to train professionals in the field of cultural heritage.

TSM Trento
The MART-MAC MASTER OF LANDSCAPE, ART AND CULTURE MANAGEMENT - INTENSIVE EDITION
Length: 6 months
Developed in partnership with MART - The Museum of Modern and Contemporary Art of Trento and Rovereto and
Step - The School for Landscape and Territory Management.

GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE

PLAN OF INTERVENTIONS 2011-2013

IMPROVE GOVERNANCE

ROUNDTABLE DISCUSSIONS WITH REGIONAL ASSESSORS OF CULTURE

INTEGRATED CULTURAL HERITAGE SERVICES

INTEGRATED SERVICES MANAGEMENT STATE AND LOCAL CULTURAL HERITAGE SITES (EX: TRANSPORT, TICKETS)
GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE

AGREEMENT STIPULATED AT THE PERMANENT STATE-REGIONAL CONFERENCE FOR THE JOINT PROMOTION OF CULTURAL HERITAGE

In April 2011 a framework agreement for the joint promotion of cultural heritage was stipulated by the regions and autonomous provinces.

The first result is the forthcoming signing of a Memorandum of Understanding with the Region of Calabria for the Regional Cultural Heritage for a plan of action and communication, both nationally and internationally, on the Bronzes of Riace.

GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE

START OF THE “GREAT BRERA” PROJECT

SIGNED ON JULY 19, 2010, AFTER A 30-YEAR WAIT, A MEMORANDUM OF UNDERSTANDING FOR THE “GREAT BRERA” PROJECT.

This document provides for the expansion of the Art Gallery at the start of the “Great Brera” project and the enlargement of the Fine Arts Academy with the creation of a second center in the Mascheroni ex-barracks.