
PRESS RELEASE

NEW WEBSITE LAUNCHED FOR INTRAPRESÆ COLLEZIONE GUGGENHEIM
WWW.GUGGENHEIM-INTRAPRESÆ.IT

A new website has been launched for Intrapresæ Collezione Guggenheim, the first and one of the most successful corporate membership projects in an Italian museum. Founded in 1992, the project is a strategic partnership between the Peggy Guggenheim Collection and a group of premier companies that share a passion for art and support culture as an innovative form of business communication.

Conceived by Hangar Design Group, the website was made possible through the participation of each Intrapresæ member, which selected images and text to summarize its own approach to art, culture, creativity, and innovation. The website strengthens the Intrapresæ presence beyond the museum, giving form and visibility to this important group of partners. It is an instrument that offers each company the opportunity to narrate its relationship to the Peggy Guggenheim Collection after many years of continuous commitment to the museum's programs. The website also provides the museum with an alternative means of communicating the loyalty generated through art and business partnerships.

"We planned this website as a virtual meeting place for Intrapresæ members. Using a professional layout with cutting-edge graphics, we focused on the group's common mission and then told each individual story," explains Alberto Bovo, president and creative director of Hangar Design Group, an Intrapresæ partner since 2002 and creator of the museum's corporate image. "The website's theme is the relationship that connects each company to art as an inspiration for business. The selected images testify to the members' dedication to educational values promoted by the Peggy Guggenheim Collection that are capable of guiding businesses through the great challenges of our time."

Each partner promotes Intrapresæ Collezione Guggenheim through its own history and corporate identity. From art each draws the motivation to inspire change and competitiveness in the face of global challenges. Their mission, "Art inspires Business, Business supports Art," expresses the group's ongoing commitment to the development and realization of artistic projects. "In this union of art and business," states Philip Rylands, director of the Peggy Guggenheim Collection, "and in the dialogue between expression and methodology derived from different experiences, emerges a form of creativity and innovation capable of providing companies with new means of interpreting the world today and of allowing art to direct itself to a more diverse audience through different channels, such as the new website dedicated to the Intrapresæ. I thank Hangar Design Group for creating this additional instrument of communication, which will function as an important tool for business development and the diffusion of artistic values worldwide."

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Intrapresæ Collezione Guggenheim

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e-mail: info@guggenheim-venice.it; website: www.guggenheim-venice.it/peggyg.mobi
Opening times: 10am–6pm daily; closed Tuesdays and December 25
Admission: 12 euro; Seniors over 65, 10 euro; Students 7 euro; 0-10 years, free.
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