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PRESS RELEASE

BANCA SISTEMA ARTE: CORPORATE ART AWARDS SPECIAL MENTION

Banca Sistema's no-profit project awarded for "enhancing the creative talent of Italian emerging artists"

Milan, 24 November 2016

Winners of the Corporate Art Awards were announced yesterday in Rome, at the presence of the Minister Dario Franceschini. The ceremony was hosted by the Ministry of Cultural Heritage and Activities and Tourism.

The Corporate Art Awards, that involved more than 80 companies from 22 countries, aim to enforce, at international level, visibility, recognition and reputation for the best practices in the collaboration between the Corporate world and the Art world.
Banca Sistema is among the winners, with a special mention for "enhancing the creative talent of Italian emerging artists".

Within the field of no-profit activities, in facts, Banca Sistema decided to give life to Banca SISTEMA ARTE, a project devoted to art and creative heritage of youth Italian artists, appraising in such a way their emerging value within the artistic field and giving them privileged ways of visibility. The project, born at the end of 2011, offers to artists the opportunity to exhibit their own work at the headquarters of the Bank: a significant appointment where are promoted creativeness and work of each artist through a new logic of support, pointed at increasing their potentiality. The Bank has so far hosted 17 exhibitions, more than 30 artists aged between 18 and 35, showing around 500 artworks.

We are really happy that Banca Sistema has been awarded with a special mention, as it has distinguished itself for its cooperation with the Art world", said Luca Desiata, "Corporate Art" Professor at the Luiss Business School and founder of pptArt. "This edition of the Corporate Art Awards involved companies from all around the world with really interesting projects. It was a very high level competition. We get ready for the next edition: the challenge is going to be more and more ambitious."

"We are really glad for this acknowledgment, underlying the distinctive trait of the Banca SISTEMA ARTE project, whose aim is to support the growth of the youngest artists of our Country. A mission in line with the philosophy of the Bank" commented Alessia Barrera, Head of Marketing & Communications, Banca Sistema.

Banca Sistema
Banca Sistema was founded in 2011, as a bank specialized in financing and managing trade receivables owed by the Italian Public Administrations, thereby entering a sector of the Italian financial system aimed at granting liquidity to corporate entities in their business dealings with the PA's, mainly through factoring and credit management services. With main offices in Milan and Rome, during this time Banca Sistema has extended its activities and services available both to business and retail Clients. As an independent financial operator characterized by a diversified business model, Banca Sistema can offer, today, recourse and non-recourse factoring services. This includes receivables between private companies, yearly and quarterly VAT receivables refunds, current accounts, time deposits with durations up to 10 years, guarantees, securities deposit, reverse factoring, certification of Public Administration credits, salary and pension backed loans, and small and medium enterprises financing. The Bank is also active in the purchasing and management of non-performing financial and trade receivables as well as management and debt recovery from individuals, thanks to its minority shareholding in CS Union S.p.A..

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pptArt
pptArt. is a brand and communication agency working exclusively with artists. It leverages the first art crowdsourcing platform with over 3.000 artists from 72 countries. In 2015 it organized the first “Corporate Art" exhibition at the GNAM in Rome. pptArt works for relevant clients at institutional and corporate level: FAO, United Nations for Expo 2015, American Express, Enel, etc. http://www.pptart.net/participants

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