



**LAVAZZA SPONSORS THE “VISUAL PASSIONS” OF MARINO MARINI  
AT THE PEGGY GUGGENHEIM COLLECTION**

**A REMARKABLE RETROSPECTIVE DEDICATED TO THE ARTIST FROM PISTOIA, ITALY**

*The exhibition “Marino Marini. Visual Passions”, officially opened at the museum in Venice with the support of Lavazza*

Lavazza, in its capacity as Institutional Patron of the Peggy Guggenheim Collection in Venice, is pleased to lend its support to the exhibition “**Marino Marini. Visual Passions**”, confirming the company’s ongoing commitment to promoting art and culture worldwide. The retrospective is the second stage in an unprecedented project in the art world that **strengthens Lavazza’s ties with the Peggy Guggenheim Collection** and gives the company the chance to make an important contribution to our cultural understanding of twentieth century Italy. The aim of the exhibition is to put the artist from Pistoia into his context in the history of sculpture, as well as to apply a **critically innovative approach** to all the stages in Marini’s art, from the 1920s to the 1950s.

*“It is an honor to be able to support the incredible heritage of the Peggy Guggenheim Collection in Venice, an iconic institution that has been working for years to promote revolutionary and innovative personalities in the world of art”, said **Francesca Lavazza**, a Board Director of the company and, since 2016, a member of the Board of Trustees of the Solomon R. Guggenheim Foundation. “The exhibition, as well as being the first retrospective dedicated in its entirety to Marino Marini, is also the first project that gives us the opportunity to work with **Karole P.B. Vail**, the newly-appointed director of the museum in Venice and Peggy Guggenheim’s granddaughter, a woman deeply loved for her spirit and her work in the art world. With Karole, we want to contribute to giving the museum an even more powerful image and to keeping the legacy of its founder and her innovative vision alive”.*

After the success of the first exhibition sponsored by Lavazza with the Peggy Guggenheim Collection, “**Mark Tobey: Threading Light**” (May 6-September 10, 2017) dedicated to the American painter, the retrospective of work by Marino Marini forms part of a broader project to promote Venice and the heritage of contemporary art. The bond between Lavazza and Venice was also strengthened by the partnership established in 2015 with the Civic Museums of Venice, which oversees and manages some of Venice’s top museums.

**LAVAZZA and its commitment to promoting art and culture**

Lavazza has a long history of promoting the arts and culture. From its first steps taken with revolutionary campaigns created by the undisputed Italian advertising genius Armando Testa, through to the celebration of artistic creativity represented by the Lavazza Calendar, the company has always been a pioneer in the visual arts. From photography and design to fine advertising graphics, today Lavazza is a partner of leading international art museums. These include: the Guggenheim Museum in New York (USA), the Peggy Guggenheim Collection (Venice), the Musei Civici Veneziani in Venice (Italy), and the State Hermitage Museum in Saint Petersburg (Russia). Lavazza also offers its support to the MUDEC (Museum of Cultures) in Milan, the Merz Foundation, Camera (the Italian Center for Photography) and Circolo dei Lettori in Turin and to top international art and photography events worldwide, including the Mia Photo Fair in Milan and exhibitions by Steve McCurry, the author of the ¡Tierra! series of photographs shot in Honduras, Peru, Colombia, India, Brazil, Tanzania, Ethiopia and Vietnam, taking us on a journey to discover coffee trading routes and communicating all the passion and commitment that the Lavazza Foundation invests in coffee-producing communities.

