

EUROPEAN COLLECTORS AS PATRONS

Masterclass

Palazzo Butera, Palermo

In partnership with MAMA - Master in Arts Management - SDA Bocconi
School of Management

28-30 June 2023

"European Collectors as Patrons" is a **three-day masterclass** on how **patronage** supports and defends artistic and cultural activity.

Bertrand du Vignaud and **Claudio Gulli** will outline how **over the last three centuries** a range of historical and current **European patrons** have advocated for art and culture by building their own private collections. These little-known individuals have contributed both to **social progress** and **urban development**. Examples used include the Roman Cardinals Alessandro Albani and Pietro Ottoboni. Also English amateur-architects Lord Burlington and Sir John Soane, and the Spanish Count Alexandre Aguado. From more recent history, we can include Harry Kessler, Vittorio Cini and Calouste Gulbenkian.



Professors **Andrea Rurale** and **Piergiacomo Mion**, of the SDA Bocconi School of Management, **will discuss the economic longevity and long term impact achieved by these enterprises.**

During these three days lectures will take place at **Palazzo Butera**, and **visits across the city** will include well known and lesser known places .

In the evening **private dinners** have been arranged in historic houses and other places of significant cultural importance. The dinners are designed as an integral part of the masterclass allowing for a greater depth of understanding. They also offer time for discussion and reflection on the days' experiences and learning.

PALAZZO BUTERA

The use of Palazzo Butera as host to this masterclass is intentional as it represents a **fine example of the sort of enlightened patronage** being discussed. This **eighteenth-century sea-front palace**, once the home of the Branciforti family, was purchased by **Francesca and Massimo Valsecchi** in 2016.

The new owners privately undertook a complete restoration of the building and have transferred their art **collection** to the Palazzo.

Since the 60's the Valsecchi's collecting has been guided by a fascination in cultural exchanges and the cross-pollination of ideas. Assembled quietly over decades of intense research, the collection opened to the public in the Spring of 2021.



The main works in the collection arrived in Palermo after long-term loans to the **Fitzwilliam Museum in Cambridge** and the **Ashmolean Museum in Oxford** (2016-2020).



The classes will be held in English.

Course costs excluding **dinners, costs €350; including dinners the cost is €700**. It is possible to get a **grant** that will cover euro350 : applicants will be selected by Bertrand du Vignaud and Claudio Gulli. **Lunch is included in the price, except on 29th June where lunch is taking place at Villa Tasca.**

Registration is open to anybody, there is no age limit and an educational qualification isn't a requirement. To register please send an email to **info@palazzobutera.it**. For those who wish to apply for a grant, please include your CV and a personal statement.

We do also advise you should stay in Palermo if possible, some days prior to or after the course,so as to visit the city's main points of interest.

PROGRAMME

Wednesday 28th June

Palazzo Butera

10:00 – 11:30 Visit to the Francesca and Massimo Valsecchi collection

12:00 - 13:00 Meet with Francesca and Massimo Valsecchi

15:00 - 17:00 Lecture: European collectors as patrons, Bertrand du Vignaud, Claudio Gulli

18:30 Visit to the Chiaramonte Bordonaro collection.

Followed by dinner at Villa Chiaramonte Bordonaro (optional)

Thursday 29th June

10:00 - 13.30 Visit to Villa Tasca followed by lunch – transfer from Villa Tasca to Palazzo Butera is included in the registration fee

Palazzo Butera

15:00 - 16.30 Lecture: European collectors as patrons, Bertrand du Vignaud, Claudio Gulli

19:00 Visit to Palazzo Mazzarino.

Followed by dinner at Palazzo Butera - "Le Cattive" (optional).

Friday 30th June

Palazzo Butera

10:00 - 10.30 Lecture: Bertrand du Vignaud, Heritage at risk

11:00 Lecture: Andrea Rurale: Art Orientation VS Market Orientation.

12:00 Lecture: Piergiacomo Mion: A new model for Cultural Business. Key issues faced by art managers

15:00 - 16:00 The financing of restorations, museums and heritage. Attended by Bertrand du Vignaud, Claudio Gulli, Andrea Rurale, Piergiacomo Mion. Open to the public.

16:00 - 17.30 A walk through the Historical Center of Palermo: restored churches, churches to be restored, curated by Claudio Gulli

17:30 – 18:00 Gallery of Francesco Pantaleone

18:15 Meet with Alexandre Giquello and cocktail

THE VISITS

VILLA CHIARAMONTE BORDONARO ALLE CROCI

In 1892, Ernesto Basile designs an extension for Gabriele Chiaramonte Bordonaro's (1835-1914) villa to house his art collection. Gathered at the end of the 19th century, it included works by Giotto, Botticelli and Van Dyck. Today you can still see many of these works here, even though it was divided in three parts in 1950.



VILLA TASCA

The origins of Villa Tasca date from the 16th century, but was restored with its current decorations beginning in 1855. It has since been called the "Villa Borghese of Palermo", also because of the eight hectares of surrounding park, preserved to this day. It includes a swan lake and a temple to Ceres. Richard Wagner was a long-time guest of the villa, and during his stay in Palermo wrote much of Parsifal. The park opened to the public in 2020. The visit will be guided by Giuseppe Tasca owner and CEO of Villa Tasca.



PALAZZO MAZZARINO

Within walking distance of Teatro Massimo, Palazzo Mazzarino, currently belongs to Marquis Berlingieri. Historically one of the city's most important Palazzi, because of its links to the Lanza family. In the Minerva Hall, where a sculpture of Valerio Villareale towers, you will also find the butterfly paintings by Damien Hirst. The Palazzo is a showcase for this type of cross-pollination between new and old. The visit will be guided by Marialda Berlingieri.



FPAC

Contemporary art gallery founded in Palermo by Francesco Pantaleone in 2003, located at the Quattro Canti.

HOUSE OF ALEXANDRE GIQUELLO

Alexandre Giquello is co-owner of the auction house Binoche-Giquello in Paris, he is president of Drouot and has purchased an apartment in Palermo at the Quattro Canti.

LECTURERS

Bertrand du Vignaud

An art historian and a specialist of cultural heritage, Bertrand du Vignaud has been Chairman of Christie's Monaco and Vice-Président of Christie's France. Passionate about the safeguarding the world cultural heritage, he has been President of the World Monuments Fund organisations for Europe, France and Italy. Currently, he advises the Fondation Evergète in Geneva and is the scientific advisor of Dassault Histoire et Patrimoine in France and is the President of the Comité International des Amis de la Bibliothèque Vaticane in Rome and member of the scientific committee of "Restauratori senza frontiere". For more than 40 years, he has launched numerous projects to save and restore masterpieces of cultural heritage in danger or in urgent need of work around the world: from baroque churches in Peru, Brazil and Austria, to the Queens' Theatre at Trianon, from the Carracci Gallery in Rome to the Palace of Dario in Persepolis; the most original and iconic of these was the reinstallation of the spectacular decors of an 18th century mansion, the Hôtel de Voyer d'Argenson, or Chancellerie d'Orléans, in Paris. He is also a great nephew of the painter Henri de Toulouse-Lautrec, and through his writing and lectures, works to make the little-known aspects of this artist's life better known to the public. His last book, "Les Thellusson", was published in French and English by In Fine in 2021 and is dedicated to an important European family of collectors and art patrons.

Claudio Gulli

Dr Claudio Gulli was born in Palermo in 1987. He read History of Art at the Università degli Studi di Siena and gained his Ph.D. at the Scuola Normale Superiore in Pisa, with a thesis on the late-nineteenth century Chiaramonte Bordonaro collection (published by Officina Libraria in 2021). Between 2009 and 2011, he worked in the Paintings Department of the Louvre Museum in Paris, where his contributions to the research on Leonardo da Vinci focused on the literary popularity of the master's Saint John the Baptist (2009) and Saint Anne (2011). He is involved in the project of Palazzo Butera in Palermo, where he is now director, since the acquisition of the building by Francesca and Massimo Valsecchi

Andrea Rurale

Andrea Rurale is a Lecturer at the Department of Marketing at Università Bocconi. At SDA Bocconi, he is the Director of the Master in Arts Management and Administration (MAMA). He has conducted research and education projects with major enterprises. His research activities focus on cultural marketing, consumer behaviour, experiential marketing, CRM and marketing communication. He is the author of books and articles on his topics of interest. His works have been published in Psychology and Marketing. He has been a Visiting Professor in many international universities, including Simon Fraser in Vancouver (Canada), Tingsua University in Beijing (China), SMU in Dallas (USA), UTS in Sydney (Australia) and Universidad de Aguascalientes (Mexico). He is President of the Istituto musicale superiore Monteverdi Conservatory in Cremona. Andrea earned a degree from Università Bocconi and a PhD in Marketing from Universitat de València. He is President of the Lombardy Delegation of FAI – Fondo Ambiente Italiano.

Piergiacomo Mion Dalle Carbonare

Piergiacomo Mion Dalle Carbonare is SDA Junior Lecturer of the Government, Health and Non-Profit Division and Coordinator of the Master in Arts Management and Administration (MAMA) at SDA Bocconi School of Management. He is Deputy Director of the Master of Science in Economics and Management for Arts, Culture, Media, and Entertainment (ACME) at Bocconi University where he also teaches courses related to Cultural Policies, Public Management and Territorial Marketing. He holds a PhD in Marketing from the University of Valencia. He has been visiting scholar at SMU Dallas. Piergiacomo is also Head of the Milan Delegation of FAI – Fondo Ambiente Italiano.

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