

Manifesta and Sisal Group announce momentous partnership to support cultural initiatives in Italy

Sisal to be Principal Sponsor of Manifesta and Manifesta 12 Palermo

Amsterdam – 13 April 2018 – Now in its 25th year of operation, Manifesta is preparing for the rapidly-approaching opening of its 12th major, city-wide biennial, Manifesta 12 Palermo running from 16 June 2018 until 4 November 2018. Manifesta 12 is organized around the concept “The Planetary Garden. Cultivating Coexistence”, exploring coexistence in a world moved by invisible networks, transnational private interests, algorithmic intelligence and ever-increasing inequalities through the unique lens of Palermo – a crossroads of three continents in the heart of the Mediterranean. This edition of Manifesta is curated by a team of 4 interdisciplinary creative mediators: Bregtje van der Haak, Andrés Jaque, Ippolito Pestellini Laparelli, Mirjam Varadinis.

In support of this significant initiative, Manifesta and Sisal Group, Italy’s leading operator in the Italian entertainment and payment services markets, have formed a momentous partnership to concretely support cultural initiatives in Italy and promote Italian art and artists around the world.

Due to this relevant support, Sisal Group will be billed as the Principal Partner of Manifesta 12 with visibility throughout the biennial.

Director and founder of Manifesta, Hedwig Fijen, said about the partnership: “In these times of public-private collaboration, Manifesta 12 in Palermo, Sicily is very delighted to welcome Sisal as the Principle Partner for our Palermo edition. Sisal is a very well-known brand in Italy, part of the lives of many Italians since the second war, and now working in the field of digitalisation and automatization. Manifesta’s mission to commission new works and support artists in their practices is shared by Sisal, who is working on a new structure where Italian artists are supported in positioning themselves abroad. Manifesta is proud to have this support and warmly endorses this ambition which will benefit contemporary artists in Italy.”

Sisal’s mission supports cultural initiatives among other responsibility and social sustainability programs. This partnership with Manifesta, an internationally recognized cultural platform, helps further the company’s focus on fostering and elevating Italian contemporary art throughout the world as well as supporting local communities through cultural projects.

Manifesta 12
16.06–04.11.18
Palermo, Italy

“We intend to promote the value of contemporary Italian artists, both in Italy and internationally, working from an “innovative cultural patronage” perspective that integrates a business management approach with the creative and expressive needs of talented artists - said Sisal Group CEO, Emilio Petrone. “Our partnership with Manifesta represents the first significant step in a structured programme to support Italian Contemporary Art.”

For further information, please contact Mikaela Poltz, Head of Marketing and Communication, mikaelapoltz@manifesta.org, +31 20 672 14 35.

About Manifesta

Manifesta, the European Nomadic Biennial, originated in the early 1990s in response to the political, economic, and social change following the end of the Cold War and the subsequent steps towards European integration. Manifesta is a site-specific, cultural project that rethinks the relationship between culture and society through a continuous dialogue with the social sphere. Manifesta has evolved from a mono-disciplinary, curated exhibition of visual arts to an interdisciplinary, mediated knowledge-and-research producing biennial, moving beyond human-centered perspectives on art and culture to encompass ecological concerns. Manifesta is founded and run by Dutch art historian Hedwig Fijen in Amsterdam. Each edition is managed by a team of international specialists from its offices in Amsterdam and Palermo, and soon Marseille, in preparation for the 2020 launch of Manifesta 13. In the next decade, Manifesta will focus on evolving from an influential contemporary art biennial into an interdisciplinary European platform that investigates and catalyzes positive social change in Europe through contemporary culture.

Manifesta 12 Palermo is the 12th edition of the Manifesta biennial, initiated by both Manifesta and the City of Palermo. For more information about Manifesta 12 Palermo, including the curatorial concept, visit www.m12.manifesta.org.

Manifesta 12 Palermo: 16.06.18 – 04.11.18

Local & international TV previews on 14.06.18

International press, professional and VIP previews on 14.06 – 16.06.18

Public opening on the evening of 16.06.18

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About Sisal

Sisal was established in 1946, as the first company licensed by the Italian state to operate in the gaming sector, and for the last 70 years it has played a leading role in the history of Italy and in Italian people's lives.

Today Sisal Group, led by CEO Emilio Petrone, is a major player in gaming markets - one of the top ten operators worldwide - and in the payment services sector, with over 45,000 points of sale extending across Italy. Sisal Group manages the lotteries SuperEnalotto, SiVinceTutto, Win for Life, Eurojackpot, and VinciCasa. It also has a presence in the sport betting sector, with Sisal MatchPoint, and online through the company's website, www.sisal.it, and dedicated mobile applications. The Group's SisalPay brand puts innovation at the service of consumers by offering simple, secure payment services for utility bills, mobile phone top-ups, prepaid debit cards and much more.

Sisal has had a strong focus on social responsibility right from the outset. This commitment in the areas of education, culture, sport and science is set out in a

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detailed Social Responsibility programme, with projects addressed to enhancing the value of talent, innovation and research. Sisal's Responsible Gaming programme, certified by leading independent international entities, represents one of the central pillars of its social sustainability strategy.

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