

Pompeii: Urban Vision, one of the sponsors of the 'Third Paradise' by Michelangelo Pistoletto

The partnership between the Archaeological Park – listed among the Unesco sites – and the company leader in sponsored restoration, is set up to support the project of the Italian master of Arte Povera

Rome, March 10, 2017

A maxi billboard in Via dei Condotti, Rome, seals the media partnership between Soprintendenza speciale di Pompei and Urban Vision, company leader in sponsored restorations, a benchmark in the field of protection and conservation of the artistic heritage since ten years. 'The dancing satire', a fresco after the wonderful Villa dei Misteri, is the testimonial selected to invite the spectators to plunge into the "eternal discovery" of the Archaeological Park and to introduce the rich schedule of exhibitions set up for the upcoming months; among which the performance "Third Paradise" by Master Michelangelo Pistoletto, who's main sponsor is Urban Vision, has to be highlighted.

The event will take place at the Palestra Grande of Pompeii's excavation on March 14, on the occasion of the National Landscape Day. An unexpected flashmob will involve attendants, school students and Pompeii's staff in order to create a massive installation highlighting the three circles – visible from space starting from July – along with other installations of the 'Third Paradise' spread throughout the world .

"Pompeii is an outstanding, world-renown icon" says Massimo Osanna, Pompeii's General Manager, "just like the satire brought back to its original splendour thanks to the recent restorations of the pictorial cycles of one of the most luxurious residences in the ancient city. Today, Pompeii is for everyone, thanks to a brand new cultural programme and its tourist-centric activities – spreading from thematic routes, including those for people with reduced mobility, to new exhibitions, making the archaeological area an ideal place to welcome high-profile events. Pistoletto's performance, as a consequence of Mitoraj's great success, uses Pompeii's construction and destruction

materials to create an interactive exchange between tourists, students and artists to recreate the History of this extraordinary site ".

"We are very proud to be Sponsor and Media Partners of the first performance of Pistoletto in Pompeii," says Gianluca De Marchi, Chairman of Urban Vision. This project fits perfectly our mission, aimed at supporting projects of cultural and artistic valorisation in order to give back the results to the community and enhance an accessible, modern and exciting experience. "

Urban Vision is a leading international company with over 10 years experience in raising commercial funds to support restoration work and urban development projects. Publisher and dealer of out-of-home advertising space in Italy and Europe.

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