

## **Urban vision and earth day together to reward the "mecenati della bellezza" (cultural heritage patrons)**

On April 22, the concert organized by Earth Day Italia and Urban Vision at Villa Borghese will award as "Mecenati della Bellezza" the patrons standing out in the field of the protection of artistic heritage

**Rome, April 19, 2017**

On April 22, on the occasion of the Earth Day, the 'Concert for the Earth' will take place in Rome at Pincio terrace. The event is organized by Earth Day Italia and Urban Vision, main sponsor. Fabrizio Frizzi, the presenter, will be on stage with Noemi, Sergio Sylvestre, Soul System, Zero Assoluto, Ron and La Scelta. The Italian showman Antonio Mezzancella and other testimonials of the world of culture and entertainment will be attending too.

This year's concert, titled "OVER THE WALL - MECENATI DELLA BELLEZZA", intends to emphasize the idea that the protection of the planet doesn't have to be restricted to the environmental heritage: it must include 'beauty' in all its forms. For this reason, on the evening of April 22, Urban Vision will award the "Mecenate della Bellezza" prize to those characters standing out in the field of the protection of the natural and artistic heritage.

"This year - says Pierluigi Sassi, President of Earth Day Italia - we want to spread a very important message: we dedicate the Concert to 'the Beauty', since we need to look beyond the walls of greed ruling the world. On the thirtieth anniversary of the Erasmus Programme - explains Sassi - we cannot have the dream of unity and brotherhood of young Europeans infringed, due to the egoisms of our economic system. We want this dream to be realized thanks to the encounter with those Patrons capable of going 'beyond the wall' and engaging personally to protect our planet and human genius, severely endangered by the greed of few".

"Urban Vision has always cared about the environmental issues and the protection of the country's natural and artistic heritage," says Chairman Gianluca De Marchi, "We are particularly proud to be part of this Earth Day's edition, featuring the 'Mecenati della Bellezza'. We are

eager to acknowledge their contribution to the protection and valorisation of our cultural heritage. We hope - concludes De Marchi - that their legacy will be an example to boost further actions of patronage, urgently needed in Italy".