

## MICHELA BONDARDO



### Vision

Opening imaginative possibilities by building bridges between companies, museums, artists and cultural institutions and demonstrating the power of culture to enrich businesses, communities and society as a whole. Key words: trust, exchange, collaboration, respect, responsibility, integrity.

### Expertise

In 1987 Michela Bondardo founded Bondardo Comunicazione in Milan, Italy. Having noted common ground between business and the arts, notably the need for growth and the search for new productive territories, she began to use culture as a resource to design strategic projects for companies and cultural institutions, helping them find a common language to work together long-term. Collaboration between cultural and business entities facilitated by Bondardo Comunicazione broadened perspectives and produced tangible results.

Bondardo was a pioneer in merging the worlds of arts and business, using collaboration between the two sectors to add to a company's strengths and reinforce status in its market. Her most successful projects involved: Ernst & Young, Henkel, Pirelli, FAI - Italian Heritage Fund, Department of Culture and Foreign Ministry, Alitalia, Telecom Italia, Vodafone, Banca Intesa, Wella, Flos Lighting, Venini Glass, Palazzo Grassi in Venice.

From 1991 to 2001, Bondardo served as a consultant for The Solomon R. Guggenheim Foundation and created the Intrapresae Collezione Guggenheim project. This program, conceived for the Peggy Guggenheim Collection in Venice and their museums in New York, Bilbao and Berlin, is still working and represents a stable yet dynamic cooperative endeavor between a museum and a group of businesses. Participating parties share a vision and build an enduring relationship based on trust and both mutual responsibility and creation of value. The museum's mission is aligned and integrated with the businesses' and, in time, skills and knowledge are shared, to the benefit of everyone involved. Bondardo's model is the first and only working Italian example of the successful integration of two different mindsets.

As a strategy to spotlight the worth and significance of the Intrapresae Collezione Guggenheim in Italy, in 1997 Bondardo created the Guggenheim Impresa e Cultura Award, a prize honoring companies consistently investing in arts and culture. The award highlighted the fact that an ongoing and fruitful relationship between business and culture, produces positive and lasting results for companies, cultural institutions and the surrounding communities. The participation to the award's first five years was enthusiastic, revealing a wider need to reevaluate the relationship between culture and business outside of standard sponsorship. In 2001, to provide this support to the Italian cultural and business community, Bondardo built on this experience and established the nonprofit Sistema Impresa e Cultura, a new Italian organization comprised of three different elements:

- 1) The Impresa e Cultura Award
- 2) an Observatory studying cultural trends and new business models
- 3) a series of lectures and panels focused on spreading the value of investing in culture.

The award maintained and fostered Bondardo's principles of significant investment in culture and the arts. The Sistema's international network of experts from the business and the academia brought concrete examples of effective solutions from around the world, and helped the Sistema expand partnerships and opened new doors for its partners. Finally, the forums and conferences allowed cultural players to communicate, share valuable skills and knowledge, and partner with like-minded organisms.

In 2004, at that time President of Italian Republic, Carlo Azeglio Ciampi, invited Michela Bondardo to the Quirinale Palace in Rome, as a sign of his appreciation for her contribution to the country.

During her career, Bondardo gained specific skills, and connected with an international network of organizations similar to both Bondardo Comunicazione and the Sistema. These relationships exposed Bondardo to the differences between corporate and cultural realms in different cultures. This, along with her extensive experience as an adjunct professor for several Italian universities, has made her a sought after lecturer in different countries.

Beginning in 1999, Bondardo began publishing books. They are the only Italian publications mapping the development of business and culture together, with attention to analysis and methods on how to build relationships.

In 2008, with the prospect of new challenges, Bondardo made New York City her home, while continuing to lecture internationally ([interview The Financial Times in October, 2010](#)). Since then she has been helping entrepreneurs and cultural figures to clarify their vision and the process toward it.

In 2014 she launched a series of initiatives at E.R.Butler's on 55 Prince Street, to give space to meaningful and inspiring voices of the city cultural scene.

Since 2009 Bondardo has been a member of the MOMA Contemporary Arts Council.

## **Education**

2007 Santa Cruz University, California  
NLPU, Certification Neuro-linguistic Programming

1990 AT&T Foundation, New York City  
Training in Integrating Culture and Business

1987 INSEAD Business School, Fontainebleau, France  
Advanced Certification, International Management

1984 Bocconi, SDA, Milan, Italy  
Advanced Certification, Marketing

1977 Oxford, Great Britain  
Certification of Proficiency, English

1976 University in Verona  
MA, Foreign Languages and Literature

1971-1976 Tito Livio Lyceum, Padova Italy  
Classic and Humanistic Studies

## **Academic career**

1999-2007 Adjunct Professor at Bocconi University in Milan

Issues related to cultural strategies for businesses in post-graduate courses of Italian universities and institutions such as: Cattolica University in Milan, University of Tor Vergata in Rome, Ministry of Foreign Affairs, Ministry of Cultural Heritage and Activities, Contemporary Museum of Castello di Rivoli in Turin.

### **A selection of lectures**

2015 15th International Agenda Setting Conference, "Perception Change" - Vienna, Austria  
 2015 World Economic Forum, Reputation Lab by Media Tenor International - Davos, Switzerland  
 2010 ICCCD 2010 (International Conference on Culture, Creativity and Design) "The Power of Cultural Capital" – Taipei, Taiwan  
 2010 New York University, "Cultural Investment VS Sponsorship Seminar" - New York, U.S.A.  
 2008 "Global Art Forum", Art Dubai - Dubai, U.A.E.  
 2007 Marketing Forum, Southampton (Inghilterra)  
 2006 "Margins of Europe" by International Network for the Contemporary Performing Arts - Istanbul, Turkey  
 2005 "The Cultural Heritage is a value for everybody", Ministry of Cultural Heritage and Activities - Naples, Italy  
 2005 General Meeting of Global Italian Cultural Institutes, Ministry of Foreign Affairs - Rome, Italy  
 2003 Australia Business and Arts Conference - Sydney, Australia  
 2002 "Seminar on Cultural Sponsorship and Patronage" - Madrid, Spain  
 1999-2007 Various presentations: Ministry of Foreign Affairs, Rome; Ministry of Cultural Heritage and Activities, Rome; Contemporary Museum of Castello di Rivoli - Turin, Italy

### **Publications**

*Bondardo's experience over the years has led to explore a completely new area of study and debate in Italy about the meaning and value of cultural investment for businesses, the importance of private investors in enhancing the country's heritage of art and culture, the sharing of business know-how and artistic creativity, and the development of new professions in the field of cultural heritage management. The following publications play a fundamental role in the above activities:*

*Impresa e Cultura in Italia* (2007)

Business and Culture in Italy: Itineraries to Discover the Protagonists of Cultural Investment in Italy

*Orodatore: Omaggio a Piero* (2007)

Orodatore: Homage to Piero della Francesca

*Valdelsa: a spasso nel tempo. Giovani alla scoperta delle loro radici culturali .*

Valdelsa: traveling in time. Youth discovering their cultural roots (2006)

*Relazioni Vincenti. Conquistare le imprese oltre lo sponsor* (2005)

Winning relationships: Convincing Companies to go Beyond Sponsorship.

Thirty Italian Cultural Institutions tell you how

*The Energy of Ideas by ErnstYoung* (2005)

Gabriele Basilico, Carl De Keyzer, Elliott Erwit, Ferdinando Scianna

*Impresa e Arti Visive. Dalla sponsorizzazione alla Progettualità* (2004)

Business and Visual Arts. From sponsoring to project building

*Cultura e Competitività. Per un nuovo agire imprenditoriale* (2003)

Culture and Competitiveness: A new Entrepreneurial Approach

*La defiscalizzazione dell'investimento culturale. Il panorama italiano e internazionale* (2002)

Tax breaks for cultural investments. The Italian and international scenarios

*Gestire la Cultura* (2002)

Managing Culture

*Collezionare Arte: Un'idea vincente per comunicare l'impresa* (2002)

Collecting Art: A Winning Idea in Business Communication

*Como tra impresa, cultura e territorio* (2002)

Como: A Place between Business, Culture and Communities

*Venini: Fuoco Sabbia Mani* (2002)

Venini: Fire Sand Hands

*Porta lontano investire in cultura* (2000)

Reaching Far: Investing in culture

*Valore Cultura* (1999)

Culture & Value: Two years of the Guggenheim Prize for Business & Culture

*Philip Morris Gallery: Dodici Fotografi per Dodici Visioni* (1999)

Philip Morris Gallery: Twelve Photographers for Twelve Images

## Honors and Awards

2002 – 2012

Member of the Arts & Business Award's jury (established by Arts & Business in London in 1978)

2003 – 2008

Member of the board CEREC - *Comité Européen pour le Rapprochement de l'Economie et de la Culture*

2007 Presidential Medal of Recognition for Italy

2006 Presidential Medal of Recognition for Italy

2005 Presidential Medal of Recognition for Italy

2004 Invitation to the Quirinale (the residence of the Italian Republic's President) by Carlo Azeglio Ciampi, President, Italian Republic

### New York

55 Prince Street  
NY, NY 10012

### Milano

Via Madonnina 15  
Milano 20121

### Venezia

S.Marco 3830  
Venezia 30124

### Web

[www.bondardo.com](http://www.bondardo.com)  
[www.impresacultura.com](http://www.impresacultura.com)

### Phone

(212) 625 - 9793