



PRESS RELEASE

BUILDING THE MUDI "Adopt a Work of Art"

Public awareness building campaign to restore works of art in the new Museum degli Innocenti. With a video presentation by historian and curator Fabrizio Moretti.

Since its foundation in the beginning of the fifteenth century, the social and educational work of the Institute degli Innocenti has always been extremely culturally important.

Today, the Institute is a center of culture open to the city of Florence and to the world at large. It combines its mission to protect children with preservation of its extraordinary collection of paintings and sculpture. True to its heritage and its special mission to take care of children, the Institute has been working for many years on its new Museum: the MUDI – Museo degli Innocenti.

Since 2004, the path to the new MUDI has proceeded through a constant stream of activity: historical research, restoration of works of art, fund raising and project building. The project has led to various publications, events, openings of new expositions and even an international architecture competition.

With MUDI, the Institute reaffirms its historical mission: to promote culture and care for generations of the future, by preserving its unique historical and cultural heritage. We ask for your help and support to achieve our goal. "Adopt a work of art" is one of the most recent initiatives to redesign the new MUDI.

The campaign seeks to find resources and support to restore twenty four works of art that are currently in very poor condition. All these extraordinary works, dating from the fourteenth to the sixteenth centuries, are part of the Museum's collection. Many of them have never been publicly displayed before. They will all become a part of the new MUDI collection.

The campaign will let you choose a particular work of art to "adopt" and sponsor the costs of its restoration. You can also just contribute for part of these costs as well.

Once the work of art is on display, the name of the donor will be displayed on a

card beside it, in addition to being cited in the museum catalogue.

Several of these extraordinary works of art have already been “adopted”. The **Prato Chamber of Commerce** has adopted the bust of Cione di Lapo Pollini. And several companies and organizations have already joined our campaign: **The Lions Club Firenze Pitti, Compagnia de’ Semplici**, and most recently **Starhotels Spa, Nomination srl and Miniconf srl**.

Private individuals are also becoming donors: a grey sandstone cupid will be restored with the help of a group of funders that will dedicate it as Christmas gift to their parents.

The catalogue of the available works of art to adopt can be found on the home page of the Institute’s website (in both Italian and English): www.istitutodeglinnocenti.it

A well known curator and historian, Fabrizio Moretti, has made a video for us of several these works of art that await restoration. You can watch Moretti’s video here: <http://www.istitutodeglinnocenti.it/down/Adotta-un-opera-Moretti.mov>

INFO:

Adopt a work of art

Cecilia Sandroni

mail: restaurimudi@istitutodeglinnocenti.it

mobile: + 39 335 1987642

Istituto degli Innocenti

Press and communication Office

+ 39 055 2037331, 263

ufficiostampa@istitutodeglinnocenti.it