



PRESS RELEASE

“EXPERIENCE ITALY” WITH ALITALIA

THIS MONTH, NEW PARTNERS AND MANY EVENTS AROUND ITALY
INCLUDING THE EXCLUSIVE EXHIBITIONS AT THE:

GALLERIA NAZIONALE D’ARTE ANTICA - THE PALAZZO BARBERINI IN ROME
FONDAZIONE ROMA MUSEO – PALAZZO SCIARRA IN ROME
PALAZZO DUCALE - GENOA
PALAZZO STROZZI - FLORENCE

Rome, 11 November 2014 – Following the recently opened exhibitions at Scuderie del Quirinale and at Palazzo delle Esposizioni in Rome, new partners continue to join Alitalia’s “**Experience Italy**” initiative.

“**Experience Italy**” is an initiative which offers Alitalia passengers a fine array of services not only to complement the on-board travel experience but also continue long after their arrival.

By keeping their boarding passes, Alitalia passengers can take advantage of discounts for many cultural activities held in the city of the flight destination in Italy. They will be able to enjoy shows and concerts, visit exhibitions and go shopping in the large malls of the city. There are three major categories among the partners of 2014, namely : museums, theatres and cinemas.

From this month, four more important exhibitions are being held in Rome, Genoa, and Florence, for which passengers will be able to obtain tickets at a reduced rate.

- At the **Galleria Nazionale d’Arte Antica at the Palazzo Barberini** in Roma “from Guercino to Caravaggio”. Sir Denis Mahon and Italian Art of the XVII Century”. More than 45 masterpieces, from paintings from Sir Denis Mahon’s collection to those of Poussin, Guercino and Carracci from the Hermitage Museum in St. Petersburg.
- At the **Fondazione Roma Museo - Palazzo Sciarra** in Rome – an exceptional exhibition “American Chronicles : The Art of Norman Rockwell”. For the first time in Italy, more than one hundred works from the collection of the Norman Rockwell Museum will be on show to offer the public a complete retrospective of the American artist.
- At the **Palazzo Ducale** in Genoa “Frida Kahlo and Diego Rivera”. An important exhibition which recounts the link between art and life, and the secrets which unite the two great Mexican artists, both profoundly different in their work.
- At the **Palazzo Strozzi** in Florence “Picasso and Spanish Modernity”. An event dedicated to one of the greatest artists of the XX century, Pablo Picasso, and the influence of his art on important Spanish artists such as Joan Miró, Salvador Dalí, Juan Gris, Maria Blanchard and Julio González.

These four new art events add to the other two major exhibitions which have recently joined the “**Experience Italy**” initiative: at **Scuderie del Quirinale** “Memling. Flemish Renaissance” under the patronage of the President of Italian Republic which brings together works by Memling from public and private collections in museums and collections from around the



world. At the **Palazzo delle Esposizioni in Rome**: “Numeri. Tutto quello che conta, da zero a infinito” (“Numbers, all that counts from zero to infinity”), an exhibition on the fascinating and endless universe of numbers, told through a spectacular event with exhibits and interactive multimedia shows.

Alitalia also accompanies its passengers to visit museums throughout Italy. Simply by showing their Alitalia boarding passes, passengers can obtain discounted entrance rates at the following museums : the Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci in **Milan** or in the near **Cremona** the Museo del Violino, the Palazzo della Ragione-Galleria d’Arte Moderna Achille Forti in **Verona**, Verona, the Cappella San Severo and the Galleria Borbonica in **Naples**, the GAM (Galleria Arte Moderna), Reggia di Venaria and the Museo Nazionale dell’Automobile in **Turin**.

If one’s passion is theatre, with an Alitalia boarding pass showing Rome as the destination, you can get a **15% discount** to attend shows and performances at the **Teatro dell’Opera** or a **10% discount** at concerts taking place at the **Accademia Nazionale of Santa Cecilia**. Whilst with an Alitalia boarding pass showing Palermo as the destination, passengers can take advantage of performances and guided tours at the **Teatro Massimo with a discount of 20%**.

For those who love cinema, one can take advantage of a discount of 10% to visit “**Cinecittà si Mostra**” in **Rome**, or go to Turin and visit **Museo Nazionale del Cinema** at a reduced entrance fee rate.

These are just some of the initiatives and partners of the “**Live Italy**” programme. To view all the partners of the programme and the opportunities which Alitalia offers to its passengers around the Italian provinces, please visit Alitalia.com using the following link:

http://www.alitalia.com/gb_en/Destinations/vivi-italia/index.html

The “**Experience Italy**” project is part of **Alitalia’s mission** to be the Ambassador of the best of Italy by showing its passengers the beauty, culture, food and wine Made in Italy.

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