



## BANK AND CULTURE: TWO WORLDS COME TOGETHER

The worlds of culture and banking share common values: the aims of both are to improve the quality of life, with the final objective being man's happiness. In fact, as the world of credit collects the savings of the public so to employ them in the development of economies inside communities; with the same creative impulse, the art world contributes to cultural and human growth. Over the course of history in this Country the banks, along with culture, have often collaborated hand in hand with extraordinary results in the evolving civilization. The Medici Dynasty established precedence by institutionalising finance at a state level and effectively inventing the figure of the modern banker.

Specifically, artists such as Michelangelo, Botticelli, Filippo Lippi, Paolo Uccello, Donatello, Andrea della Robbia, Beato Angelico scientists such as Galileo would not have been able to flourish without the protection and patronage of the powerful Florentine Dynasty. It was with this spirit and profound motivation that **Banca Popolare di Spoleto** supported the Festival of Two Worlds, founded in 1958 through the great foresight of Gian Carlo Menotti. The festival is universally considered still today, one of the most important cultural events not only for Spoleto and Umbria but equally has an international impact. The reasoning for the renewed support on the part of **Banca Popolare di Spoleto** is that they consider this Festival to be a goldmine of promising talent, ideas and cultural experimentation, as well as a supporting pillar indispensable for a growth strategic within a local economy.

Our Bank, especially today during this difficult long and complex economic crisis, views the Festival as an important opportunity to re-launch and support the future of Umbria and its economy which is highly interwoven in the cultural tourism sector. The Festival of Two Worlds, over the course of more than half a century, has demonstrated that culture is, also above all, a potentially powerful resource in the hands of the territory that knows how to effectively and successfully utilise it.

**Banca Popolare di Spoleto**, the only Umbrian bank to have maintained and reinforced its autonomy by way of expanding into five other regions, intends to continue to support the Festival with the same passion it employs in its Bank expansion strategy.



La Tua Banca nel Tuo Territorio