

Under the chairmanship of Alessandro Benetton FABRICA ENTERS THE FUTURE

Treviso, 7 November 2012. Fabrica is entering the future with an increasingly international perspective and a new managerial structure. The first steps of the strategy outlined by the new Chairman, Alessandro Benetton, include the appointment of Dan Hill, an adjunct professor at University of Technology, Sydney, who has also formerly held leadership positions at the BBC, Monocle and Arup, as Managing Director. An Advisory Board has also been established, open to eminent cultural figures from all continents and presided over by Paul Thompson, Rector of the Royal College of Art in London, the oldest art school in the world.

"Fabrica intends to consolidate its role as an international cultural centre," Alessandro Benetton confirmed, "by increasingly affirming its vocation as a leader in social communications, combining art and industry through its original and innovative perspective based on interaction, a multi-disciplinary approach and an ever closer connection with the most highly advanced academic world. As a research centre, Fabrica will now go even further, integrated in an international cultural system with a vision, programmes, structures and resources to give young creatives throughout the world the opportunity to express their talent, their spirit of initiative, their imagination and ideas for the future".

Benetton Group's communication research centre was founded in 1994 and is based in a complex near Treviso that was restored and designed by Tadao Ando. It offers annual scholarships to young artists and designers, providing training opportunities and giving them access to a wealth of resources and relationships to develop cultural and social communications projects under the guidance of experts in the areas of design, visual communication, music and the most advanced media within the current *open culture*, as well as traditional publishing.

The new Fabrica Board of Directors is composed as follows:

Alessandro Benetton, Chairman

Dan Hill, Managing Director, Fabrica

Gianluca Pastore, Worldwide Communication Director, Benetton Group

Carlo Tunioli, Senior Vice President of Communication North America

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