

The background of the entire page is a high-contrast, grainy image of several hands reaching upwards. The hands are rendered in a bright yellow-green color against a dark, textured background. The fingers are spread, and the palms are facing upwards, creating a sense of reaching or aspiration.

ARS

maiora

SUCCESSI  
D'ARTE

CULTURAL ASSOCIATION IN MILAN • ITALY

Ars Maiora  
c/o Atlantide  
via P. Seveso 23  
20125 Milano - Italy  
info@arsmaiora.it  
www.arsmaiora.it

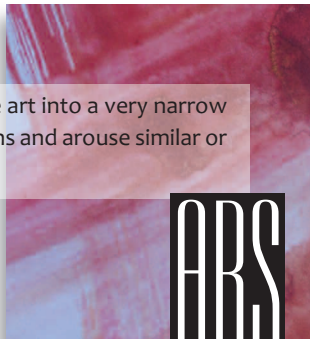
# ARSmaiora

*Ars Maiora is a cultural  
non-profit association  
created to render art  
accessible to everyone.*


**Making art accessible, enjoyable, comprehensible by everybody:**  
this is the idea that Ars Maiora want to carry out.

**Ars Maiora's project is to do away with the barriers** that seclude art into a very narrow circle and demean its main purpose: to convey the artist's emotions and arouse similar or contrasting feelings.

**Ars Maiora offer themselves as a meeting point between  
creativity and everyday life,** between art and the city.  
A real place, rather than a virtual one, where people can meet  
and exchange common interests.



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***Ars Maiora's main purpose is to be open and accessible to everyone.***

We are open to every form of artistic expression: painting, sculpture, performance, body art, reading, writing, music, ceramic and glass work, as well as to the innovative employment of the most ordinary and recyclable materials.

***Open to artists of any background.***

Though operating locally, far from withdrawing into our limited circle, we wish to welcome as many artists as possible also from all over the world.

***Open to the public***

We are willing to help anyone wishing to approach the world of art. Even those who cannot tell the difference between Fontana and a fountain may enjoy attending exhibitions and meeting artists, thus broadening their artistic horizons.

w w w . a r s m a i o r a . i t



*Ars Maiora's project  
is to develop the  
knowledge of art and  
assist artists in their  
search for success.*

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# FOR whom?

*Created for everybody  
but with something  
special for everyone*

## **Ars Maiora put artists in touch with the public**

We speak to all those who wish to convey their emotions through art, with the aim of making communication easier. Many talents are waiting to be discovered, as we are aware that art and organization do not always go hand in hand.

**Ars Maiora offer themselves as a link, organizing personal and collective exhibitions** at particularly favourable conditions, availing themselves of various channels that might arouse people's interests towards the various employments of art.

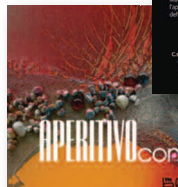


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## With the help of Ars Maiora artists will be able to:

- Exhibit their works individually or collectively, both in Italy and abroad.
- Be included in Ars Maiora's data base, accessible to sponsors, agencies, corporations, who may consult it for any requirement.
- Obtain qualified reviews of their works.
- Introduce themselves to the public with professionally written promotional literature.
- Take advantage of the favourable opportunities offered by Ars Maiora.

www.arsmaiora.it



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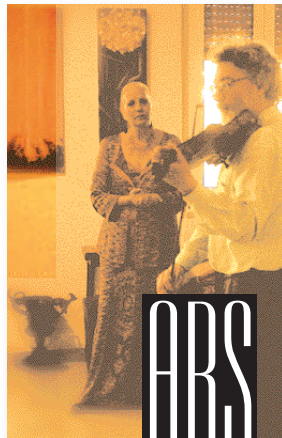
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something special for everyone

## For non-profit organisation and associations

Sensitive to the needs of everybody, Ars Maiora's artists are prepared to offer their help for the good of the community, to associations such as non-profit organisations, charity institutions and the like.

*Ars Maiora are not agents, brokers or talent scouts,  
their partnership being formed by the artists themselves,  
thus permitting non-profit associations and firms to  
establish a personal connection with the artists without  
waste of time and money.*



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The associates can create works for the most various purposes: charity auctions, happenings, public relation events for the sake of raising socially useful funds (meant for social purposes).

Besides the finished product, Ars Maiora supply also the technical know-how.

Volunteers and staff of all associations will find in Ars Maiora people ready to listen, help and give advice.



[www.arsmaiora.it](http://www.arsmaiora.it)



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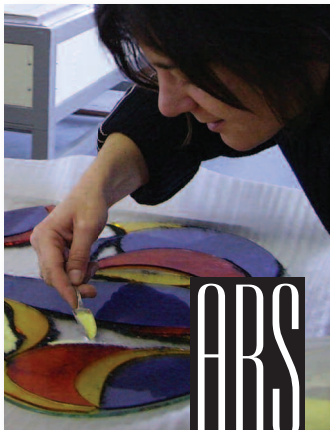
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## **For beginners and amateurs**

Those who have so far been unable to approach art and wish to discover this world can turn to Ars Maiora, sure that all their curiosities will be satisfied.

Our keyword is: full availability to supply all possible information, with the certainty that a mutual exchange can greatly develop one's artistic potential.



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**People who are interested** will be kept informed about the activities of our association and of the artists linked with Ars Maiores and will be asked to take a more active part in what is going on in the world of art.

**The direct contact with the artists,** the possibility to watch their work in the making, the attendance of lectures and discussions, virtually as well as in person, are a few of the various forms of involvement suggested by Ars Maiores.



*Ars Maiores's artists are available in schools, communities and for private citizens to demonstrate, as simply as possible, how a work can come to light under the eyes of the onlookers who may also learn the basic elements of the different techniques employed, both in theory and in practice.*

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## **For private and public institutions, agencies and firms**

Firms have long been aware of the importance of art in advertising their products and promote its diffusion, sponsoring special events with the collaboration of artists, with the result of a greatly increased visibility of their names.

### **Ars Maiora make this research easier**

Our associates are accurately selected on the basis of their innovative and creative qualities, tested both in Italy and abroad. Ars Maiora select and recommend only those artists whose style is consistent with the customer's needs.



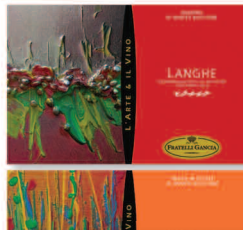
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Ars Maiora are not agents, brokers or talent scouts, their components being the artists themselves.

This allows interested parties to deal with Ars Maiora directly, without intermediaries, without waste of time and money, and to establish a personal relationship with the artists themselves.

Ars Maiora select and recommend only those artists whose style is consistent with the customer's needs.

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### L'arte e il vino:

l'incontro tra la creatività di Marta Boccone e il vino delle Langhe di Selezione Castello Gancia.

*Dalle sinuose colline e dai vitigni autoctoni delle Langhe nasce questo vino; nello stesso territorio Marta Boccone ha catturato i colori e le vibrazioni per il suo quadro, creato in esclusiva per Selezione Castello Gancia e trasformato in etichetta.*



**S**elezione Castello Gancia, nata dalla passione per il vino della Famiglia, seleziona i migliori vini Doc e Docg italiani e utilizza la degustazione come forma per promuoverne la conoscenza, le origini, i modi d'uso, gli abbinamenti. A noi il compito della proposta, a lei il privilegio di scegliere il suo percorso se vuole ricevere l'invito per partecipare alle nostre degustazioni suoi riferimenti

nome e cognome

via

città

provincia

cap

mail

• [www.selezionegancia.it](http://www.selezionegancia.it)

numero verde

Esprimo il mio consenso per il trattamento dei miei dati personali, ai sensi dell'articolo 13