



## PRESS RELEASE

### ART FOR KIDS

#### **Mondovicino gets schools involved with the Cracking Art installation**

More than 580 works of the Cracking Art Group have invaded the **Mondovicino Retail Park**, owned by the Caramelli Family, Igd Siiq Spa and Coop Liguria, since April.

A veritable multi-color invasion of 21 gigantic, 201 mid-size and 365 small works representing all sorts of animals, from wolves to elephants, from crocodiles to bears, not to mention penguins, swallows, frogs and snails.

*“We chose the Cracking Art artists – stated **Giacomo Caramelli** – because we think their form of contemporary art has a strong message, but is also capable of engaging visitors and providing the place where the works are installed with a sense of joy. This is also the reason we got the local schools involved, so that children can be part of activities that bring them closer to art, but also increase their awareness of the disastrous consequences that the widespread use of plastic has for our planet”.*

From 7 to 26 May, each morning during the week children from the local schools will be involved in a cultural project focused on sustainability which fits perfectly with the educational goal of Cracking Art’s show.

To date 10 schools from the surrounding area will be involved in the initiative. The only school from Mondovì is the Trigari School which will bring its smallest students to participate in the activities.

Over the next few days around 600 students, after donning reflective vests, will first have a guided tour of the exhibit and then will be involved in workshops focused on recycling: from the 4 R (reduce, reuse, recover and recycle) game to the quiz about biodegradable waste, to the workshop during which the “young artists” will use plastic materials (bottles, plates, glasses, bottle caps, etc.) to make animals that they can take home as souvenirs of their experience along with a picture and a certificate attesting to their participation in the “guess which waste you are” game”.

#### **IGD - Immobiliare Grande Distribuzione SIIQ S.p.A.**

Immobiliare Grande Distribuzione SIIQ S.p.A. is one of the main players in Italy’s retail real estate market: it develops and manages shopping centers throughout the country and has a significant presence in Romanian retail distribution. Listed on Borsa Italiana’s Star Segment, IGD was the first SIIQ (Società di Investimento Immobiliare Quotata or real estate investment trust) in Italy. IGD has a real estate portfolio valued at circa €2,412.2 million at 31 December 2018, comprised of, in Italy, 25 hypermarkets and supermarkets, 27 shopping malls and retail parks, 1 plot of land for development, 1 property held for trading and an additional 7 real estate properties. Following the acquisition of the company Winmark Magazine SA in 2008 14 shopping centers and an office building, found in 13 different Romanian cities, were added to the portfolio. An extensive domestic presence, a solid financial structure, the ability to plan, monitor and manage all phases of a center’s life cycle, leadership in the retail real estate sector: these qualities summarize IGD’s strong points.

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



**LOCAL MEDIA CONTACT**

**FABRIZIO CREMONINI**

Head of Marketing Operations

+39 366 6888523

Fabrizio.cremonini@gruppoigd.it