



STRAVAGANZE IMPERIALI (IMPERIAL EXTRAVAGANCES) **Massimiliano Cagliero**, CEO of **Banor**, the event's lead sponsor, offers his thoughts

“ART AND CULTURE? WE HAVE TO SUPPORT THEM”

“The financial world must do more to protect Italy's artistic heritage. The Brescia area is beautiful and here many entrepreneurs fight like heroes”

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●● “We are honoured to be sponsoring *Stravaganze Imperiali*, and thrilled with the response we've received from the public thus far. Supporting culture is never the wrong decision. My only regret so far is that I've not yet seen it in person. But on 30 July I'll be there.”

For this we'll forgive him: often in the US, just back from Dublin, and now on video call from London. This is **Massimiliano Cagliero**, CEO of **Banor Sim**, a well-known name in the international wealth management and consultancy sector, with over 10 billion in managed assets, but also main sponsor of *Stravaganze Imperiali*, the exhibition at Mai Museum that will run until the end of the month at Grotte di Catullo in Sirmione.

“It's no secret that **supporting** art and culture is part of our identity,” continues **Cagliero**. “But this is not the case for everyone, and it's necessary to take stock of what's happening around us: when we look at what others are doing, even in the US, it's clear that the financial world can and should do more for Italy's unique artistic heritage.” In this sense, **Banor** knows what it's talking about: the company has organised and supported countless events in some of Italy's key cultural locations, from the Palazzo Reale in Milan to the Museo del Risorgimento in Turin, from the Chiostro del Bramante in Rome to the sponsorship at Palazzo Strozzi in Florence.

“I believe that culture, like the Ancient Greeks believed, is not simply a matter of knowledge but a

way of life,” insists **Cagliero**. “I see that younger people pay more attention.”

Today culture is synonymous with environment: “We are in a period beset by challenges, and many people have quickly renounced principles that until recently seemed unshakeable (take the return of coal, for example). But be that as it may - that's realpolitik after all - I also believe that a company that has chosen to pursue sustainability cannot turn back.” Is this also in **Banor's** DNA? “These days everyone is talking about ESG criteria - Environmental, Social and Governance. We've been working on this for over 20 years.”

Banor Sim has been operating on the market since 1989, with offices in Milan, Turin, London and

Montecarlo, and employs 150 people: “Our staff have a strong desire for culture too, just like our customers, so we took them to the *Stravaganze*. We made quite the impression.”

Praise for the Grottoes of Catullus, and for the whole of Brescia: “Brescia is extremely important to us, and not just for business,” adds **Cagliero**. “It's because it's a wonderful region, people say what they think, and so many entrepreneurs here are fighting like heroes.”

The *Stravaganze Imperiali* return for the final two weeks of the exhibition from Tuesday to Sunday: entry costs €55, and Top Experience packages including boat trip and lakeside dinner are also available (info at maimuseum.it). ●

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Massimiliano Cagliero: CEO of **Banor** Sim, the main sponsor of Stravaganze Imperiali PHOTO GIACOMO REBECCHI



At the Grotte di Catullo di Sirmione the exhibition curated by Mai Musseum is open until 30 July

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