



PRESS RELEASE

B4 Investimenti hosts in Rome the exhibition “Social transformations: artistic reflections between Pop Art and political engagement”

Rome, 15 January 2025 - B4 Investimenti, as part of its regular activity promoting cultural initiatives that reflect its values, is pleased to present “*Social transformations: artistic reflections between Pop Art and political engagement*”. The setting, featuring artwork from the Bellarelli Collection, will be hosted at the B4 Investimenti headquarters in Rome starting Wednesday, January 15, 2025, and will run until the end of 2026.

The exhibition offers a fascinating journey into 20th-century art, exploring the link between social evolution and artistic transformations through the works of major Italian and international masters. A unique opportunity to discover 20th-century art through a contemporary lens, celebrating the dialogue between transformation and tradition.

Among the protagonists, the so-called School of Piazza del Popolo stands out, which made Rome the vibrant center of Italian Pop Art in the 1960s. Mario Schifano, with his pioneering use of technology and computers, redefined modern aesthetics. Tano Festa transformed everyday objects into meaningful artistic symbols. Franco Angeli, with his works imbued with political symbolism, offered a critical and personal vision of contemporary society.

Enrico Benaglia – known for his fairy-tale settings blending imagination and social critique – and Aldo Di Castro – whose works celebrate a Rome suspended between dream and reality – complete the panorama of Italian artists.

The international dimension is represented by Rafael Alberti, Spanish poet and activist, whose social commitment deeply influenced the artistic movements of the past century, and by Joan Miró, who, with his abstract and revolutionary visual language, created a bridge between Surrealism and Pop Art, offering new perspectives on the human subconscious.

«The Pop Art movement transformed the visual language of the 20th century through creativity, innovation and a strong transnational connection with contemporary culture. We are delighted and proud to host at our headquarters in Rome – the cradle of Italian Pop Art – this exhibition that, celebrating Italian art in its openness to the world, offers a reflection on the values of vision and innovation that guide our work» commented Fabrizio Baroni, Managing & Founding Partner of B4 Investimenti.

For further information, please call +39 06 69760200 or write to info@b4investimenti.it.

B4 Investimenti SGR S.p.A. is an independent asset management company operating in the private equity industry, established in 2012 in order to identify and invest in Italian SMEs characterized by good profitability, clear development prospects, strong vocation for internationalization and leading positioning in specific market (sub)segments in which "being Italian" represents a distinctive factor.

B4 Investimenti invests the capital raised from Italian and international investors, including important entrepreneurs, managers and professionals, who share its investment strategy, characterized by a "hands-on" investment approach, which aims at actively contributing to the growth of portfolio companies, leveraging on certain characteristic development drivers such as the strengthening of the organizational and managerial structure, specific investment plans, the start (or the consolidation) of international expansion and the implementation (or the acceleration) of aggregative paths.

The objective of B4 Investimenti is essentially to transform "small Italian excellences" from companies "with a mainly family and/or artisanal dimension" to "structured" companies, able to compete "at 360 degrees" – with the appropriate financial and managerial resources – in the global contexts of their relevant reference markets.