





Fondazione MAST.

A mast is a tall pole on a boat that supports its sails. MAST is also the acronym of Manifattura di Arti, Sperimentazione e Tecnologia – Arts, Experience, Technology. These terms embody and express the Foundation's mission to promote social innovation and company welfare in order to support and foster a shared economic, social and cultural growth.

A private non-profit initiative launched by Isabella Seràgnoli in 2013 and open to a wider public, the Fondazione MAST in Bologna is an international cultural center for the employees of the Coesia industrial group and for the community at large. Its vision is informed by the idea of entrepreneurial responsibility, rooted in the company philosophy and life but extending beyond the boundaries of business to catalyze energy and ideas.

Company welfare services are interwoven with a program of cultural activities offered to a public of all ages. The Fondazione MAST aims to be an open space where everyone has access to learning opportunities, the arts and photography, and to be a stimulating and engaging cultural platform that combines personal and collective growth and wellbeing.







Architecture.

The Fondazione MAST is based in a building of great architectural quality designed by the Rome-based Studio Labics. The result of an ambitious project to transform an abandoned industrial area in Bologna, it is a living and dynamic space with various functions and services.

Extending over a surface area of 25,000 square metres, the complex houses the exhibition spaces of the Innovation Gallery, the Photo Gallery and the Level O Gallery, the training Academy, a 400-seat Auditorium with a 36-square-metre HD Led wall, a large Foyer, a Cafeteria with a terrace overlooking the grounds, the Company Restaurant, a Wellness Center and the Nursery School. Each space flows into the other within a single unified and organic structure.

The gardens and green areas designed by landscape architect Paolo Pejrone are home to a number of contemporary artworks, including Anish Kapoor's site-specific installation *Reach*, a spectacular reflecting arch in stainless steel; *Old Grey Beam*, a large fire-red sculpture by Mark di Suvero; and *AMOR* by Robert Indiana. Inside the building are other permanent works, such as *Jeremy Walking in Stripy Jumper 2* by Julian Opie and *Collective Movement Sphere* by Olafur Eliasson in the entrance hall; *Untitled (Coffee Table)* by Donald Judd and *Shine* by Anish Kapoor in the Foyer; and *Sfera* by Arnaldo Pomodoro in the Academy.









Photography and Visual Arts.

The Fondazione MAST views photography as the main key to interpreting and reflecting upon all the aspects of the world of work.

The MAST Collection of photography on industry and work, comprising over six thousand prints and videos on these specific topics, is unique in the world. It charts the history of the medium from the end of the 19th century to the present day, while at the same time relating the extraordinary evolution of human labor.

The exhibition program alternates thematic shows and monographic projects, works by old masters of photography and by contemporary artists, drawn from the MAST Collection or from other archives and public and private collections.

Since 2013 the Fondazione MAST has organized and run Foto/Industria, a photography biennale focusing on industry and work. It consists in a series of exhibitions displaying the work of great photographers and emerging talents from around the world, held not just in the MAST building but across a range of historic landmarks in the Bologna city center.

Finally, the MAST Photography Grant on Industry and Work is an international competition launched in 2007 and held every two years. It aims to provide opportunities to new generations of photographers, enriching the cultural offer of the Fondazione MAST with the perspectives of young artists on the historic times we are living through.

The Fondazione MAST accompanies its photography-related projects through a wide publication program: the monumental *Masterworks of Industrial Photography* series, the only systematic publication of its kind on this theme, together with catalogues and booklets for all the shows presented by MAST, Foto/Industria and the MAST Photography Grant. All the publications are available online and at the MAST.Point bookshop.



ANTHROPOCENE.2



ANTHROPOCENE.4 AUDITORIUM



Public Programs.

In the Auditorium the Fondazione MAST offers a program of events that run alongside the exhibitions and explore the changes taking place in society, in areas ranging from art and photography to the environment, from innovation to economy.

Prominent figures who have lectured at MAST, to mention just the most recent names, are Gianni Berengo Gardin, Jeff Wall, Martin Parr, Paul Graham, Richard Mosse, Teju Cole, David Company, Pieter Hugo, Broomberg & Chanarin, Boris Mikhailov, Armin Linke and Jim Goldberg.

Besides lectures, there are round table discussions, film screenings and book presentations relating more generally to the themes of industry, labor and innovation. Past participants have included the likes of Joseph Stiglitz, Pankaj Mishra, Amartya Sen, Victor Stoichita, Luciano Floridi, Gerhard Steidl, Palagummi Sainath and many others.



Education and Training.

The Fondazione MAST runs many educational and learning activities, including transversal skills and orientation pathways for students of all ages (PCTO), focusing on photography, technology and innovation. These programs are addressed to a local audience – schools, businesses, communities – and employees of the Coesia group, often in partnership with other institutions.

The projects held in the MAST Academy, in the Coesia Group companies and in the MAST exhibition spaces offer different multidisciplinary experiences: activities to stimulate creativity and technical culture led by managers and engineers employed by the industrial group, together with guided tours of the exhibitions and photography workshops given by cultural mediators.

The MAST Nursery School is an innovative education service open both to the children of Coesia employees and to the local community. It offers a high-quality learning experience to over one hundred children ranging from 3 months up to the age of 5. Open since 2012, it is a space where children, teachers and families can meet, discover, experiment and research, and it features avant-garde teaching programs inspired by the Reggio Children approach. Occupying a surface of over 1000 square metres and surrounded by a large garden with a play area, it is designed as a space in which light, colors and the environment are an integral part of the educational project.





The Coesia Group.

The founding partners of the Fondazione MAST are Coesia, a group of companies specializing in innovative industrial and packaging solutions, and the Fondazione Isabella Seràgnoli, a private and independent non-profit organization set up to promote and enhance the value of community activities and projects, especially in the healthcare and socio-cultural sectors.

MAST is an experiment in integrating business and society, a unique model of company welfare where spaces and contents – from the Nursery School to the Gallery, Auditorium and Cafeteria – are available to employees and to the local community on a shared cultural platform.

The services for the employees – the Company Restaurant, Nursery School and Wellness Center – are part of a unitary project that integrates nutrition and physical activity and promotes a holistic health model.

Through its activities the Fondazione MAST strives to promote an integrated cultural process designed to start a conversation between generations. Investing in culture is all about investing in people and their potential. Culture helps us to understand who we are, to define our place in the world and to cultivate curiosity and relationships, key elements in any process of personal, social and entrepreneurial growth.

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