

## JTI and culture

**JTI (Japan Tobacco International), part of the Japan Tobacco Group of Companies,** firmly believes in the fundamental role that art and culture play in the development of a country and in the growth of local communities. The company's commitment to culture is in fact part of its corporate values and, over the year, JTI has set itself apart through its special commitment to supporting cultural heritage projects in the countries where it operates.

### *Partnership with FAI*

Continuing this spirit, JTI is committed to safeguarding Italian artistic and cultural heritage through important partnerships, such as the one with the FAI – Fondo Ambiente Italiano (*Italian Heritage Trust*). In particular, thanks to a multi-year agreement concluded in 2012 and renewed this year, JTI is committed to supporting **the enhancement and the accessibility of the Villa e Collezione Panza in Varese**, one of the most important Italian Villas, globally renowned for its collection of American contemporary art.

The great success of this partnership can be measured by **the increase of the visitors number to the Villa: +50%** from the launch of the partnership (compared to the previous three years), thanks to a **medium and long term planning** including “blockbuster” exhibitions of high artistic-cultural level, able to interest and attract a more and more wider public. The future work will be focused on a **greater accessibility** to the Villa e Collezione within many projects connected to technology and social networks and an increased cooperation with associations for disabled.

Support of the photographic exhibition **WIM WENDERS. AMERICA** at **Villa Panza**, scheduled from 16<sup>th</sup> January to 29<sup>th</sup> March 2015, is part of the commitment, which brings together JTI and FAI, to support art and culture. This is even more important at this particular time, when it is crucial that private companies offer their own contribution and play a concrete role in the society they operate.

### *JTI cultural commitment in Italy and in the world*

JTI supports many cultural and artistic activities around the world, and partners with prominent international partners such as the Louvre Museum in Paris, the Royal Academy of Arts in London, the Museo del Prado in Madrid, the Mariinskij Theater and The State Hermitage Museum in Saint Petersburg.

In Italy, in particular, the JTI Group can pride itself on a long-standing relationship with The Teatro alla Scala Museum in Milan, in addition to the institutional partnership around the

opening night of Teatro alla Scala on 7<sup>th</sup> December. This partnership will be further enhanced by an important four-handed project developed with the Teatro alla Scala Museum, aimed at making culture and art much more accessible.

In 2010 JTI set up two important partnerships in Rome, supporting the Music Foundation for Rome and the Rome International Film Festival as Event Partner. Since 2012, JTI has been a partner of the Venice Biennale and with Art and Architecture Exhibitions, which have been attracting art lovers from all over the world. Lastly, in 2014, JTI set up a new partnership with the Chiostro del Bramante in Rome, supporting firstly the exhibition dedicated to Escher, containing more than 150 masterpieces of the Dutch artist, engraver and graphic designer.

JTI Group is particularly committed to the promotion of Japanese culture in Italy and of the prestigious 'Made in Italy' around the world, supporting many cultural and artistic initiatives, such as the Italy-Japan Foundation and the Japanese Embassy's events. In June 2010, thanks to JTI's contribution, after 14 years of absence, Japanese tradition was brought back to the Italian stage in Rome, with the Kabuki Theater, and in 2013 the Bunraku Theater performance in Teatro Argentina in Rome was a huge success.

JTI is also committed to protecting the environment, promoting responsible behavior among smokers and respecting the environment and communities. Since 2008, for example, JTI, both on its own initiative and together with partners, has distributed almost **4 and a half million portable ashtrays** in the main Italian cities and tourist locations. JTI is convinced that a simple but important gesture is all that is needed to significantly reduce the issue of cigarette butt littering.

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JT International SA (JTI) is a member of the Japan Tobacco Group of Companies, a leading international tobacco product manufacturer. With headquarters in Geneva JTI has operations in more than 120 countries and about 27,000 employees. For more information, visit [www.jti.com](http://www.jti.com)

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