

Generali and the art of advertising

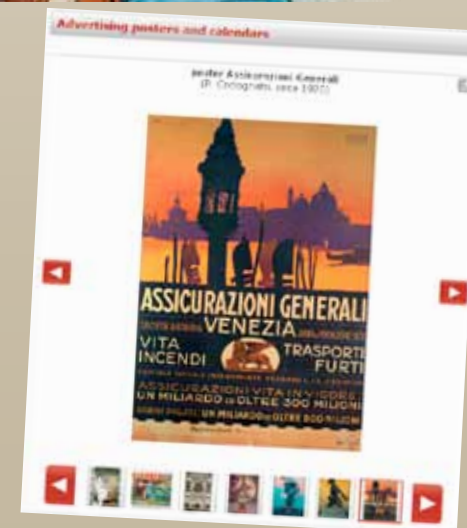
ON GENERALI.COM SPECIAL FOCUS ON THE "IMAGE TRADITION" OF THE GROUP

The Generali Group and the art of "advertising" is the main theme of "**The Image**", a comprehensive book on the relationship between the Group and culture - mainly through the works of some of the best Italian's poster designers - having two basic goals:

- On the one hand, preserving and handing down the **memory** of an era when **advertising** meant **art** and the insurance sector was extremely effective - thanks to the best graphic designers - in promoting private social security;
- On the other hand, collecting in one single volume **images** from the **historical archives** of all those companies already doing business between 1800 and 1950 - although under different names - and that still nowadays contribute with their experience and professionalism to the Group's leadership



Cover and detail of the book



Advertising posters and calendars section on generali.com

In fact, in addition to the Assicurazioni Generali, many other contributions came from companies such as Alleanza, Toro, Fata and INA Assitalia, while further material was collected from foreign Countries, like Spain and France.

The pdf **Italian** as well as **English** versions are available on generali.com under the **corporate publications** section.

In line with the above, a new photographic gallery of Generali `s history has been published, with the purpose of zooming on **5 thematic new sections** browseable in a "slide show" mode:

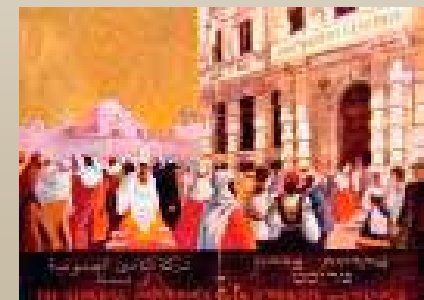
- Chairmen
- anniversaries
- advertising Posters and Calendars
- Dudovich's Art
- curiosity items

These thematic galleries guide the user through a visual history spanning from the foundation in 1831 to present days, and try to highlight not only the most significant pictures but also some **curious, less known aspects** which we hope can be of equal interest.

Still on a similar topic - Generali's presence in Rome at Vittoriano within the **150th Italy's celebrations** - a further dedicated section will soon be published.



poster **Les Patron Réunis**
(P. Verdussen, 1897)



Booklet cover for **Middle-Eastern Head Offices**
(A. Quaiatti, 1932)



Cartoon made by **Castelli - Silver**
(G. Silvestri, 2010)

Poster
"La Veneziana"
(M. Dudovich,
1928)



SIL
VER, CASTELLI,
Lupo Alberto e
Martin Mystère
eccezionalmente
insieme per fare
gli auguri alle
"Generali"