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PRESS RELEASE

Generali and Giunti present the book *Protection Is an Art*, a journey into the world of fine-art insurance

- On 25 September in Florence, the first presentation will take place at the Giunti Odeon Cinema Theatre

Milan – Generali presents *Protection Is an Art*, the new book published by Giunti and dedicated to the conservation and protection of artistic heritage. The book brings together fascinating stories, testimonies and experiences from Group professionals who work every day in the field of art protection, offering readers an authentic and accessible perspective on a complex and remarkable sector.

The first public presentation will take place on **Friday, 25 September at 12:00**, at the **Giunti Odeon Cinema Theatre in Piazza degli Strozzi in Florence** — an opportunity to explore with the authors the role of insurance in the art world and the social value of protecting cultural assets.

In an increasingly fragile environmental and social context, raising awareness of long-term risk management related to the conservation of works of art is becoming essential. For almost two centuries, Generali has invested in the preservation and enhancement of its historical and artistic heritage, through insurance protection, risk-management consultancy and cultural initiatives that foster greater awareness of long-term conservation. *Protection Is an Art* is part of this broader journey of outreach and social responsibility.

The volume weaves together different perspectives — from insurance experts, archivists, art historians, restorers, and engineers in the ARTE Generali team, alongside sector specialists and collectors — into a narrative that places beauty, memory and responsibility at its core, guided by the curiosity sparked by many small anecdotes, from the restoration of Banksy's graffiti to mishaps that unexpectedly lead to new discoveries.

Simone Bemporad, Chief Communications & Public Affairs Officer of the Generali Group and Vice President of The Human Safety Net, stated: *"Promoting a culture of long-term protection is an integral part of our responsibility. For almost two centuries, the Generali Group has invested in safeguarding and enhancing its historical and artistic heritage — a clear commitment aimed at supporting the development of communities by fostering safer, more inclusive and more sustainable living conditions."*

"ARTE Generali was created to protect what has value," said **Alberto Magni, Head of ARTE Generali**, *"accompanying collectors and art lovers on a path of conscious protection. This book offers a simple and accessible contribution to spreading a culture of art protection, in line with Generali's nature, showing how caring for heritage is an act that concerns everyone."*

Founded in 2020, ARTE Generali expands the Group's insurance offering with tailor-made solutions for private collectors, museums and exhibition organizers. Thanks to specialist expertise and advanced digital technologies, it now represents an innovative model that goes beyond the traditional concept of indemnity, promoting an integrated approach to art protection.



Among the Generali assets featured in the volume are the [Procuratie](#) in Piazza San Marco in Venice — now home to [The Human Safety Net](#) and a hub for social innovation — as well as Generali's art collection and [Historical Archive](#), a fundamental resource for understanding the economic and social evolution of Italy and modern Europe: not only a custodian of memory, but also a laboratory of research and storytelling.

The book is available across major bookstores and on [Giunti.it](https://giunti.it)

To attend the presentation on 25 September in Florence, please register at this [link](#)

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GENERALI GROUP

Generali is one of the largest integrated insurance and asset management groups worldwide, with a total premium income of € 98.1 billion and € 900 billion AUM in 2025. Established in 1831, with over 88,000 employees and 163,000 advisors serving 75 million customers, the Group has a leading position in Europe and a growing presence in Asia and America. At the heart of Generali's strategy is its Lifetime Partner commitment to customers, achieved through innovative and personalised solutions, best-in-class customer experience and its digitalised global distribution capabilities. The Group has fully embedded sustainability into all strategic choices, with the aim to create value for all stakeholders while building a fairer and more resilient society.

ARTE Generali

ARTE Generali was established in 2020 with the aim of enriching and enhancing Generali's insurance offering in the art sector, providing tailored protection and assistance solutions for private collectors, museum institutions and international exhibition organizers. Today, it represents an innovative model that goes beyond the traditional concept of indemnity: thanks to a network of highly specialized experts offering assistance services — including valuation, restoration, transportation and custody — and the use of advanced digital technologies, it stands as a unique point of reference in the fine-art insurance landscape.