

Who we are

Who we are, where we operate
Italian VS international projects
Italian VS international activities models

Who we are

MondoMostre is the world's leading exhibitions producer, offering turnkey services to Italian and international museums: from **individual consultancies** and **international strategy projects to entire productions**.

Our projects, both in Italy and abroad, have an **educational function**, with a focus on cultural and social growth and the **diffusion of knowledge**.

Their goal is to raise awareness to the world of arts and culture, offering visitors a path to **reflect, broaden general knowledge and share the experiences**, and immerse oneself in different historical contexts, learning about **contexts far from the visitor's own**.

Who we are

25 years: 1999 - 2024

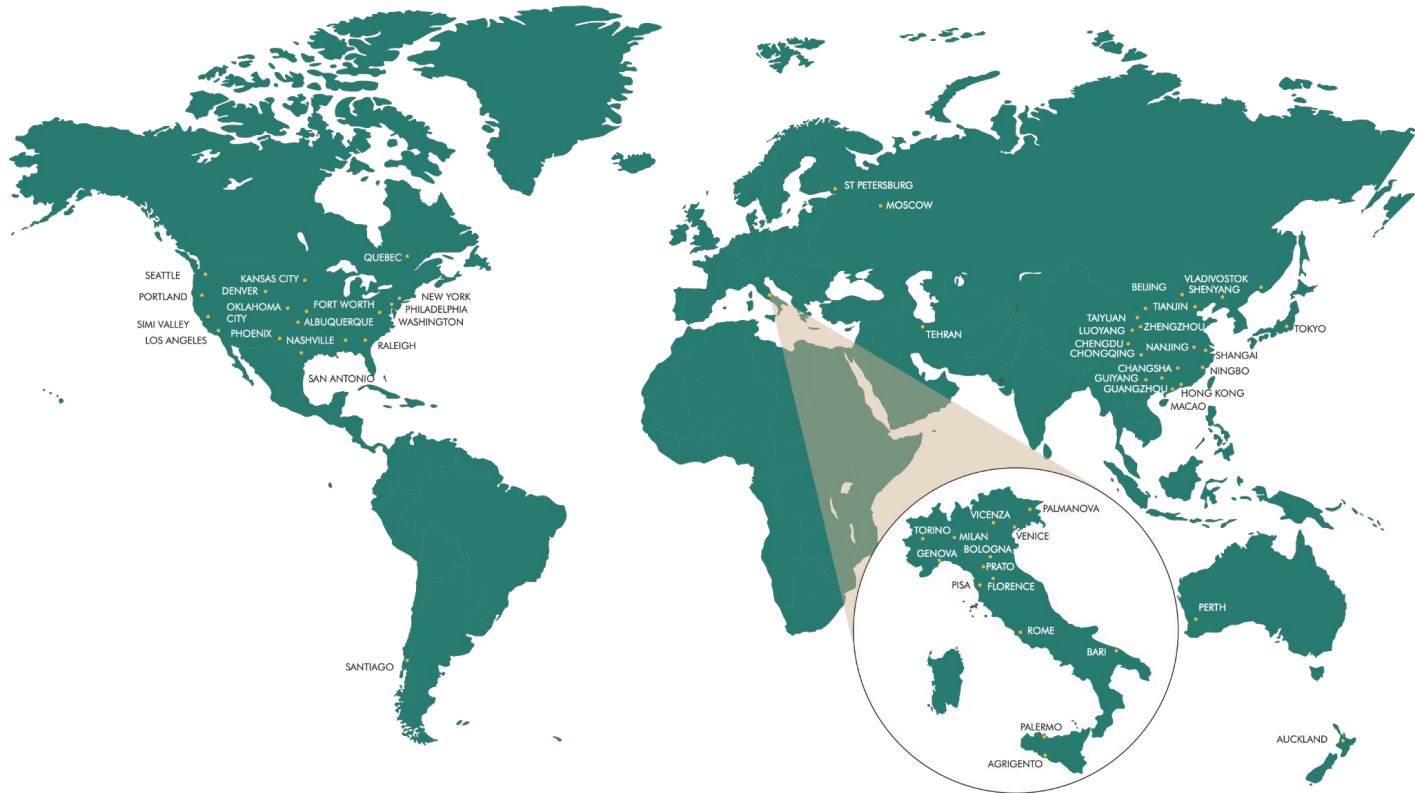
248 exhibitions

112 institutions

61 cities

34.514.918 visitors

Where we operate



Italian VS International Projects models



ITALY

A - MOMO standalone production model:

- Projects **proposed and fully financed by MoMo** who benefits from revenues, usually sharing profits with hosting venue

B - MOMO *concessioni* production model:

- Exhibition proposals and **budgets agreed with public institutions** with usually a portion of Museum ticket going towards paying for the exhibition

C - MOMO private venues production model:

- Exhibition proposals discussed with venue, budget totally or **largely paid for** by hosting institutions

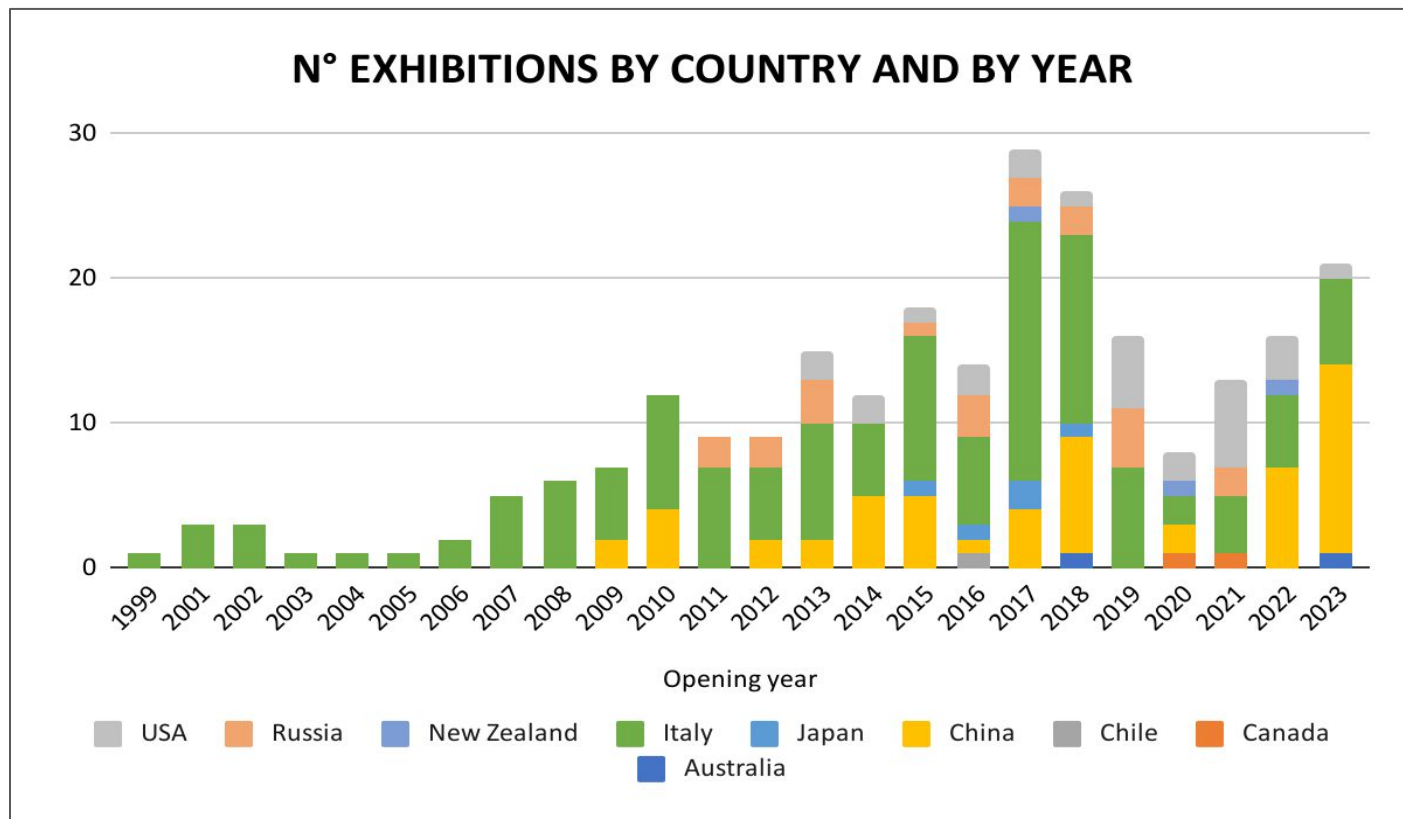


INTERNATIONALLY

A - MOMO projects

- Projects proposed by MoMo or requested by hosting venue are always **fully funded by hosting museums**
- Budgetwise:
 - MoMo almost always handles directly all loan fees, logistics, couriers travels and insurance
 - Local venue handles installations, marketing, staffing and in general local costs

Snapshot of MondoMostre's exhibitions



Covid impact 2020-2021: reduced speed but still ongoing

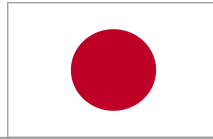
EXHIBITION	COUNTRY	CITY	VENUE	N° ARTWORKS	OPENING	CLOSING
Frida and Diego	Canada	Québec	Musée national des beaux arts du Québec	171	02/13/2020	09/07/2020
Flesh and Blood	USA	Fort Worth	Kimbell Art Museum	40	03/01/2020	8/16/2020
Enchanted worlds: Hokusai	New Zealand	Auckland	Auckland art Gallery	60	03/07/2020	8/16/2020
Oriente e Occidente.	Italia	Monreale	Chiosstro e Duomo di Monreale, Zisa	8	10/23/2020	03/11/2021
Botticelli and his time	Cina	Hong Kong	Hong Kong Museum of Art	42	10/24/2020	03/10/2021
Frida and Diego	USA	Denver	Denver Art Museum	171	10/25/2020	1/25/2021
Morandi	Cina	Beijing	M Woods Museum	29	12/04/2020	04/05/2021
Picasso Figures	USA	Nashville	Frist Center for Visual Arts	76	02/05/2021	05/02/2021
Frida and Diego	USA	Albuquerque	Albuquerque Museum	171	02/06/2021	05/02/2021
Pompeii the exhibition	USA	Houston	Houston Museum of Natural Science	157	2/21/2021	09/06/2021
De Chirico	Italia	Pisa	Palazzo Blu	90	4/26/2021	09/05/2021
Picasso Figures	Canada	Quebec City	Musée National des Beaux Arts de Quebec	76	6/17/2021	09/12/2021
Pittura Senese	Russia	Mosca	Pushkin Museum	28	6/25/2021	10/10/2021
Pompeii Frescoes	USA	Oklahoma City	Oklahoma City Museum of Art	88	6/26/2021	10/17/2021
Leonardo: Uomo Universale	Russia	Ekaterinburg	Yeltsin Center	4	07/06/2021	8/22/2021
Meggiato. L'Uomo Quantico	Italy	Palermo	Parco archeologico Agrigento Valle dei templi		07/28/2021	01/04/2022
Pompeii the exhibition	USA	Pittsburgh	Carnegie Science Center	157	10/02/2021	4/24/2022
Fondazione Maeght	Italia	Torino	Pinacoteca Agnelli	89	10/15/2021	2/13/2022
Frida and Diego	USA	Palm Beach	Norton Museum of Art	168	10/23/2021	02/06/2022
Keith Haring	Italia	Pisa	Palazzo Blu	196	11/12/2021	4/18/2022

2022-2023: back to normal, Shanghai (and China) booming...

Pompeii in Color: The Life of Roman Painting	USA	New York	Institute for the Study of the Ancient World
Frida and Diego	USA	Portland	Portland Art Museum
Frida and Diego	USA	Tulsa	Philbrook Museum of Art
Nella natura come nella mente. Mario Merz, Costas Varotsos, Ignazio Mortellaro	Italia	Segesta	Parco archeologico di Segesta
Ars Aedificandi. Il cantiere nel mondo classico	Italia	Selinunte	Parco archeologico di Selinunte
Giorgio Morandi	Cina	Shanghai	Jiushi Art Museum
The Road to the Baroque. Masterpieces from Capodimonte	Cina	Hong Kong	Hong Kong Museum of Art
I Macchiaioli	Italia	Pisa	Palazzo Blu
Etruscans. Lord of ancient Italy	Cina	Suzhou	Wuzhong Museum
Self portraits masterpieces from Uffizi	Cina	Shanghai	Bund One Art Museum
One Hundred Years of Modern Art	Cina	Shanghai	Bund One Art Museum
I pittori di Pompei	Italia	Bologna	Museo archeologico
I Colori della Fede a Venezia. Tiziano, Tintoretto, Veronese	Italia	Cuneo	Complesso San Francesco
Design For Fun	Cina	Shanghai	Pudong Art Museum
Frida and Diego	New Zealand	Auckland	Auckland art Gallery
World of Beauty	Cina	Shanghai	Pudong Art Museum

Frida and Diego	Italia	Padova	Centro Culturale S Gaetano
Frida and Diego	Australia	Adelaide	Art Gallery of South Australia
Giorgio Morandi	Cina	Shenzhen	Dafen Art Museum
Pompeii the exhibition	USA	Chicago	Mus of Science and Industry
Giorgio Morandi	Cina	Chengdu	Chengdu Art Museum
The Light of Ancient Romans Civilization	Cina	Pechino	World Art Museum
Giorgio Morandi	Cina	Yangzhou	China Grand Canal Museum
Monet to Van Gogh, Masters of Modernism	Cina	Hangzhou	Meet You Museum
Self portraits masterpieces from the Uffizi	Cina	Beijing	National Museum of China
Botticelli and the Renaissance	Cina	Shanghai	Bund One Art Museum
Monet to Van Gogh, Masters of Modernism	Cina	Pechino	Meet You Museum 798
Naive painters	Cina	Shanghai	Jiushi Art Museum
The Romans	Cina	Suzhou	Wuzhong Museum
Tiziano	Cina	Hong Kong	Hong Kong Museum of Art
The Avant Garde	Italia	Pisa	Palazzo Blu
Lotto e Tibaldi	Italia	Cuneo	Complesso San Francesco
El Greco	Italia	Milano	Palazzo reale
Art Nouveau	Italia	Torino	Palazzo Madama
100 Years of Italian fashion	Cina	Shanghai	Bund 33
Caravaggio. Wonders of the Italian Baroque	Cina	Shanghai	Museum of Art Pudong

Different types of demand for different territories/cultures



Lead times	48 to 36 months to allow for fundraising	6 to 12 months	3 to 4 years	12 to 24 months
Type of exhibitions	Single and touring	Often multi-venue touring	Single loan shows	Single shows
Type of content demand	Recent focus on social issues (women representation/artists, race, colonialism, ...). Often collection shows.	Blockbusters of western art, east meets west, silk road.. Sensitivity to politically charged issues	Blockbusters of modern western art, both collection and loan shows	Focus on Asian and contemporary art + usual blockbuster exhibitions
Venue type	Museums	Public and "private" museums	Public and private museums	Museums
Organizer	Museums	Public museums, real estate-linked groups	Media groups (newspapers and TV)	Museums

Chinese landscape

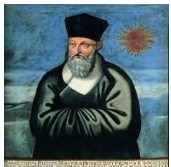
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Snapshot of exhibitions in China, 2009-2023



THE TWO EMPIRES

1. Beijing World Art Mus, 2009
2. Luoyang Mus, 2009



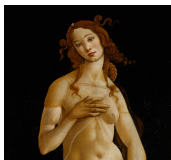
MATTEO RICCI

1. Beijing Capital Museum, 2010
2. Shanghai Mus, 2010
3. Nanjing Mus, 2010



MICHELE RUGGERI

- Museo de Macao, 2013



BOTTICELLI VENUS

1. Hong Kong University, 2013
2. MGM Macao Art Center, 2013



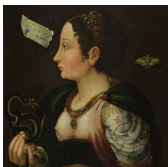
RENAISSANCE IN FLORENCE

- Beijing, National Museum, 2013



CARAVAGGIO LIGHT AND DARKNESS

- Asia society of HK, 2014



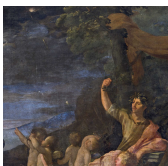
SPLendor OF VENICE

1. Guiyang, Guizhou Mus 2015
2. Ningbo Museum, 2015
3. Shenyang, Museum, 2014
4. Beijing Mus, 2014



SPLendor OF EUROPEAN PAINTING

1. Tianjin Art Mus, 2015
2. Nanjing Museum, 2015
3. Three gorges Mus, 2015
4. Guizhou Mus, 2015



TOWARDS BAROQUE

- Beijing, National Museum, 2015



GLORY OF LIGHT AND COLOUR

- Beijing National Museum, 2016



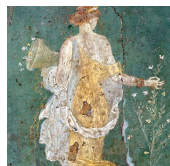
THE ROMANOV DYNASTY

1. Beijing, Sum Palace, 2018
2. Beijing, Mill, 2018
3. Shijiazhuang Mus, 2018
4. Guiyang, Museum, 2017
5. Chengdu Mus, 2017



HOUSE OF ETERNITY

1. Changsha Museum, 2018
2. Liaoning Museum, 2018
3. Taiyuan Museum, 2018
4. Zhengzhou, Henan Museum, 2018



EMBRACING THE ORIENT

1. Beijing National Museum, 2018
2. Changsha, Hunan Museum, 2018



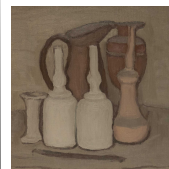
BOTTICELLI AND HIS TIME

- Hong Kong Museum of Art, 2020



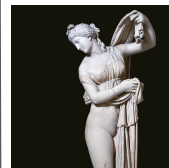
ROAD TO BAROQUE

- Hong Kong, HMKoA, 2023



GIORGIO MORANDI

1. Shanghai, Juishi Museum, 2023
2. Chengdu Art Museum, 2023
3. Yangzhou Museum, 2023



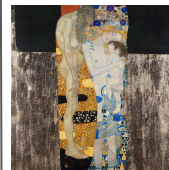
A WORLD OF BEAUTY

1. Shanghai, MAP, 2023
2. Beijing Millennium Museum, 2023



DESIGN FOR FUN

1. Shanghai, MAP, 2023



100 YEARS OF MODERN ART

1. Shanghai, BOAM, 2023
2. Hangzhou, Meet You museum, 2023
3. Beijing, Meet You Museum, 2023



UFFIZI SELF PORTRAITS

1. Shanghai, BOAM, 2023
2. Beijing, National Museum, 2023

Evolution of the cultural landscape in China

IN THE PAST

Exhibition funding almost 100% coming from government, provincial or municipal institutions.

Entry almost always free of charge for visitors, little internal funding for venues from ticketing or merchandising

To finance Y10 million exhibitions, provincial museums with a Y2,5 million per venue budget join other museums for a 12 months, 3-4 venues tour.

Interest on developing audiences: museums asked for “international” exhibitions on classical themes

Bilateral cultural relations, trade and exchanges a focus of chinese interest

TODAY

Private venues development with own corporate funding creates opportunities with large budgets

Venues charging up to Y250 per visitor for big exhibitions, new financing sources (as seen in Guangzhou, Beijing, Shanghai...)

Increasing funding to provincial museums (Changsha, Chengdu, ...) creating new players for large exhibitions beyond Beijing/Shanghai

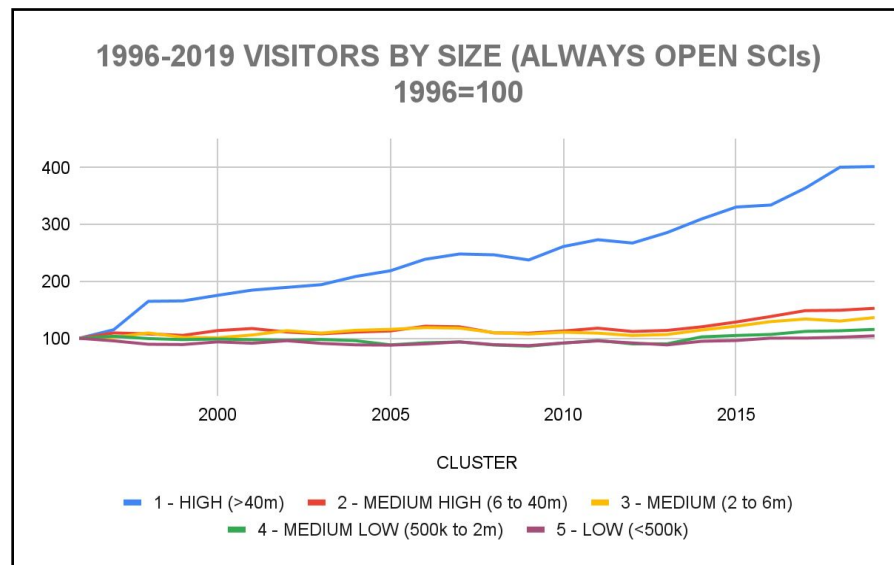
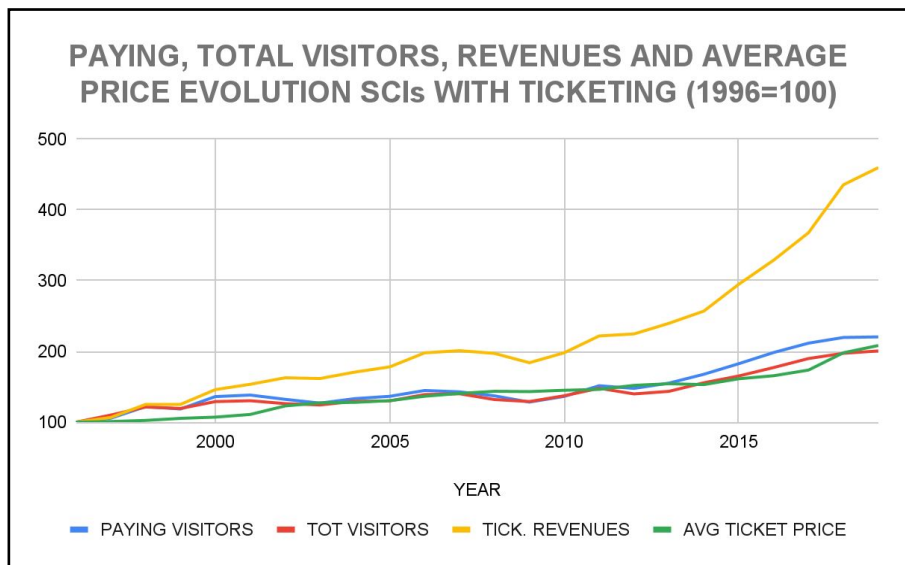
Newfound interest for contemporary art, film, design, fashion exhibitions beyond classical art

Silk Road and bilateral cultural relations, trade and exchanges still important

The italian landscape

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Italian State Museums evolution

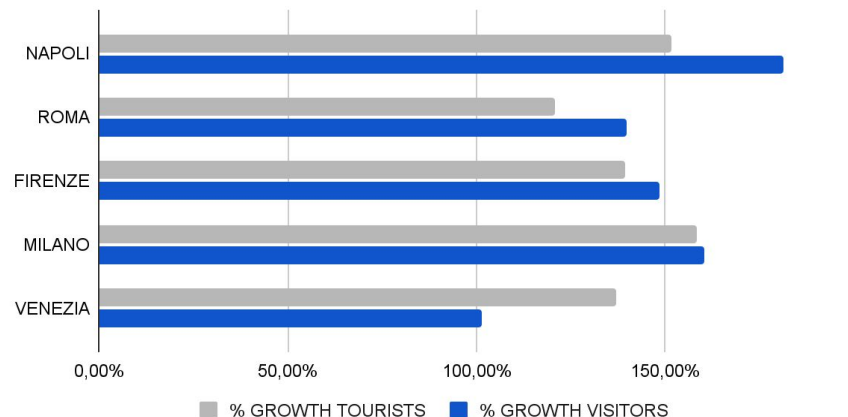


Italian State Museums evolution

2008-2019 VISITORS TO SCIs WITH A TICKET OFFICE VS TOURIST ARRIVALS (2008=100)

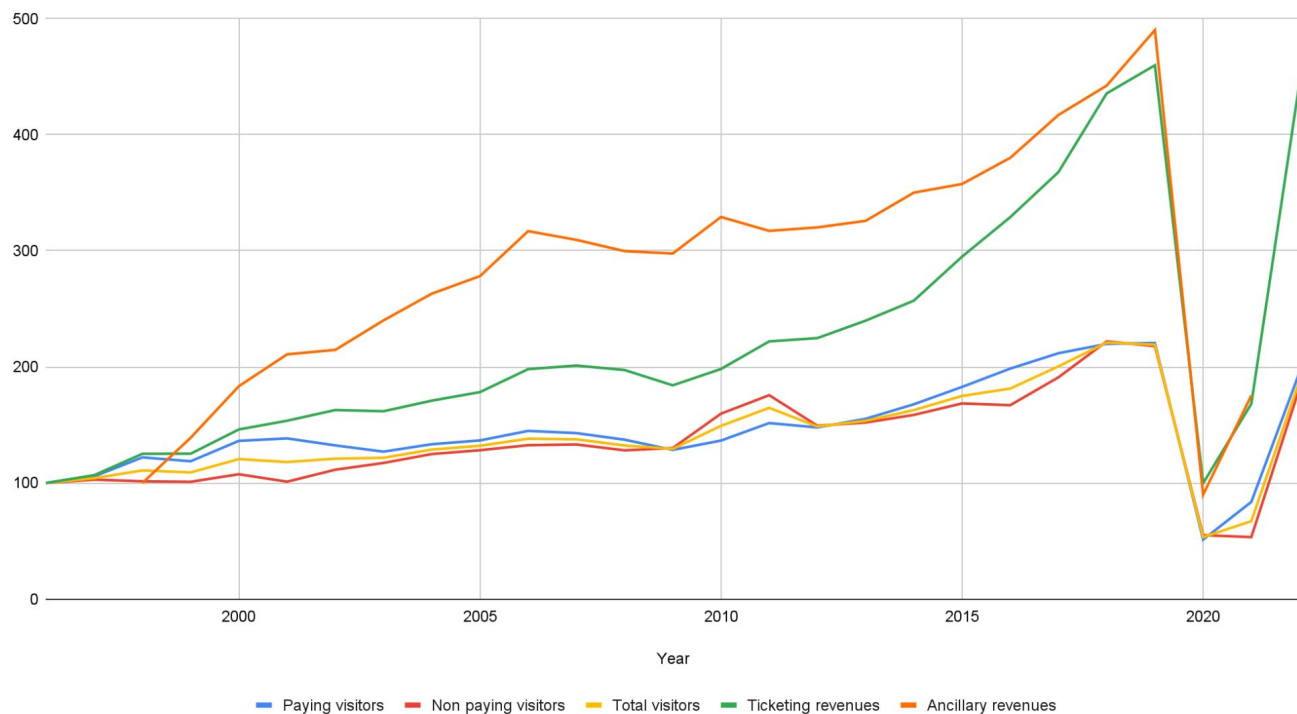


2008-2019 GROWTH OF TOURIST ARRIVALS AND VISITORS TO PAYING SCIs FOR KEY PROVINCES



Covid impact on Italian State Museums

ITALIAN STATE MUSEUMS EVOLUTION 1996-2022



The Italian State Museum Landscape in 2019

