PRESS RELEASE

Gemmo illuminates Italian beauty and presents a cinematic work with Alessandro Gassmann

The film celebrates Gemmo's more than 100-year contribution to the operation of Italy's critical infrastructures - hospitals, stations, ports, airports, roads, tunnels, etc. - as well as to the protection and enhancement of Italy's artistic heritage.

Irene Gemmo: "We protect and innovate the art and beauty of our country".

Milan, 6 December 2023 - An original video opera, starring **Alessandro Gassmann,** with the beauty of our artistic heritage at its centre, which Gemmo helps to protect and make work.

Presented yesterday, in the stunning setting of Palazzo Reale in Milan, during the inauguration of Patrizia Mussa's exhibition, "Theatricality. Architectures for Wonder", sponsored by Gemmo, the work was realised by director **Luca Lucini**, in collaboration with **Connexia**, the marketing and communication brand of the MarTech company Retex, which launched a new evocative and visionary communication campaign on Gemmo's mission.

The film turns the spotlight on Gemmo's various fields of activity, telling an entrepreneurial story "written with light" which has continued to make our country shine for more than a hundred years.

Gemmo is a leading Italian company in the construction and management of complex technological systems for public and private strategic infrastructures, such as ports, airports, hospitals, architectural cultural heritage, railway stations, tunnels, business and commercial centres, providing facility management, efficiency and energy management services.

The presence of Gassmann, whose monologue traverses **the most evocative places in Vicenza** - the city where Gemmo still has its headquarters after 100 years, the animations drawn by the **light**, activated by his words, and the **soundtrack by Fabrizio Campanelli**, nominated for the David di Donatello and Nastro D'Argento awards, make the story even more engaging.

This is a story that foregrounds the contribution with which the company, now in its third generation, writes the future of our country, combining continuous technological innovation with care for beauty.

With the application of the most modern restoration and maintenance techniques, Gemmo has been giving new life to Italy's artistic heritage for decades, aware that culture and beauty are the building blocks of our national identity and, as such, must be preserved and passed on.

A few of the most important projects include: the renovation and management of the installations of the **Reggia di Venaria and the Teatro La Fenice in Venice, the lighting system of the Basilica Palladiana and the buildings in Piazza dei Signori in Vicenza, the** energy efficiency work of **91 archaeological sites and museums in Sicily**, and the construction of new installations for **the Arena in Verona.**

Riccardo Catagnano, Executive Creative Director of **Connexia**, comments: "*Exploring Gemmo's contribution to the functioning of Italy's infrastructure made it possible to understand how crucial 'behind the scenes' companies like Gemmo are to everyone's life. Telling this entrepreneurial story today means celebrating the greatness of a family business in the service of the country, with an authorial and artistic slant."*

Irene Gemmo, President of **Gemmo**, says: "*At Gemmo, we believe that true innovation lies in the harmony between technology and tradition, in the interweaving of light and history. The collaboration with Connexia for this film allows us to highlight our commitment to innovating the art and beauty of our country through technology. We are proud to illuminate our path with the light of innovation, with a work that speaks to the heart and soul. Thanks to Alessandro Gassmann's extraordinary narration, the film perfectly demonstrates Gemmo's desire to be the architect of a bright and sustainable future, and how it achieves this precisely by operating in the places that are the guardians of tradition*."

Watch the video: https://youtu.be/e1ImQu2lWCU

Film: Credits

Agency: Connexia - A Retex brand
Executive Creative Director - Riccardo Catagnano
Client Director - Francesco Ferrario
Account Supervisor - Filippo Di Lella

Production Company: Akita Film
Executive Producer - Paolo Zaninello
Producer - Mapi Brambilla
Director - Luca Lucini
DOP - Sandro Bolzoni
Costumes - Lucia Gallone
Make-up artist - Ida Coppola
Editor - Luca Angeleri
Colorist - Claudio Beltrami
Online - Bruno D'Elia
Music - Fabrizio Campanelli

*For over one hundred years, **Gemmo** has been a leading company in the construction and management of complex technological installations for strategic infrastructures such as ports, airports, hospitals, architectural cultural heritage, railway stations, tunnels, and business and commercial centres. It provides facility management, energy efficiency and energy management services. Founded in 1919 in Arcugnano (Vicenza), Gemmo has designed, built and managed utilities on every continent.Today it has 900 employees, 94% of whom have permanent contracts.*

Connexia
Connexia means creativity.
It means data-driven thinking.
It means excellence in media management.
It means technological innovation.
But that's not all. The Retex communication and marketing agency is above all about passion, ethical commitment, transparency and corporate social responsibility.
It is a multicultural and multidisciplinary team, with professionals who are capable of building and conveying brand values, but also of guiding digital transformation processes.
We devise and develop ideas that can live on all channels, without any fear of being measured by the effectiveness of each campaign.
Expect to work with us in a new way: together, for real, through continuous processes of co-creation and objective-driven experimentation in business and communication. *www.connexia.com*

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