



Press
Release

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ENEL AND THE CAPITOLINE MUSEUMS BRING THE HIDDEN TREASURE OF ROME TO THE WORLD

- *MoU signed to extend the “The Hidden Treasure of Rome” programme to the Enel Group. Launched in May 2014 by Enel Green Power and the City of Rome the programme aims to bring to the fore the vast cultural heritage of the Capitoline Museums.*
- *Hundreds of ancient artefacts, most of them undocumented and never displayed, will be studied by the world’s most high-profile universities and museums thanks to the Enel Group’s presence in over 30 countries. Once studied and catalogued, the artefacts will be returned to Rome.*
- *Enel Green Power will support the restoration of the Hall of Emperors in the Capitoline Museums’ Palazzo Nuovo.*

Rome, November 10th, 2014 – Ignazio Roberto Marino, Mayor of Rome, has signed today with Francesco Starace, CEO and General Manager of Enel, a Memorandum of Understanding that will extend the agreement to develop the cultural programme “The Hidden Treasure of Rome”, signed in May 2014 by Enel Green Power (EGP) and the City of Rome, to the entire Enel Group.

The ceremony, held in Rome’s Piazza del Campidoglio, was also attended by the City of Rome’s Councillor for Culture, Giovanna Marinelli, the Cultural Heritage Capitoline Superintendent, Claudio Parisi Presicce and the CEO of EGP, Francesco Venturini.

“The Hidden Treasure of Rome” represents the very first agreement making it possible for researchers from around the world to access the entire collection of works from the Ancient Rome that in the past were only partially studied.

For over a century, hundreds of thousands of historical artefacts dating back to before the founding of Rome have been carefully preserved in more than a thousand crates at the Municipal Antiquarium of the Capitoline Museums. These artefacts have also been exceptionally exhibited in the past, without being properly studied.

Thanks to this agreement, artefacts never documented before will be liberated from storage, allowing them to be taken overseas and, for the first time, studied and analysed by the world’s most high-profile universities and museums selected by the Capitoline Superintendence. Once the artefacts have been thoroughly examined and catalogued they will be returned to Rome, ready to be displayed in major exhibits.

The project was launched in May 2014 with Enel Green Power and has already enabled 249 black-gloss ceramic artefacts, part of the hall V collection of the old Antiquarium Complex of Parco del Celio, to be

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taken to Missouri University in the USA, which has set up a special research and study programme run under the supervision of the Capitoline Museum curators. Projects with other major US universities with the aim of replicating this model are currently at their definition stage.

In the coming years the project will be extended even further with the involvement of the entire Enel Group, thanks to its presence in 30 countries.

A great many of the world's leading museums and university archaeology and art history departments will be involved, to help devise targeted study and research programmes for these treasures, as well as promoting them with exhibitions and other events.

Enel Green Power will also be sponsoring the restoration work on the Hall of Emperors in the Capitoline Museums' Palazzo Nuovo.

The new Memorandum of Understanding confirms the Enel Group's commitment to support the proposals made by the curators of the Capitoline Museums for the restoration and highlighting of sites of archaeological interest such as the Antiquarium complex, in the Parco del Celio, which has been closed since 1939.

"Making the historical treasure trove, currently kept in the Antiquarium of the Capitoline Museum, available to the most high-profile universities on the planet is an extraordinary initiative. Rome's hidden treasures will finally be revealed to the whole world, as a prelude to the massive study that will bring our boundless archaeological and cultural heritage to the fore. We have embarked on this task with great enthusiasm, also supporting the exchange of works of art with other countries, in the firm belief that the best way of reviving Rome's economy and renewing its image abroad is through the cultural heritage that continues to attract so many visitors and investors. I would therefore like to express my most sincere gratitude to the Enel Group for its support. The Hidden Treasure of Rome programme provides further confirmation of the inestimable value of this public-private partnership", stated Ignazio Marino, the Mayor of Rome.

Francesco Starace, CEO and General Manager of Enel commented: *"We are delighted to extend this project to the entire Enel Group; it will provide a global showcase for the amazing heritage of the Capitoline Museums. The fact that Enel operates in over 30 nations worldwide facilitates relations with all those universities and museums of international repute that will have a hand in highlighting Rome's immense archaeological heritage. The Enel Group's participation in The Hidden Treasure of Rome project is an example of the company's commitment to generating shared value, contributing to the creation of a virtuous cycle that, over time, will improve the social, cultural and economic life of the communities in which we operate".*

"EGP has launched the project in conjunction with Missouri University to enable US researchers access to hitherto unstudied artefacts and archaeological finds," comments Francesco Venturini, CEO and General Manager of Enel Green Power. *"This operation leverages on Italian and US excellence, bringing together both shores of the ocean to share their differing histories and experience. This is a partnership that will provide a wealth of opportunities for research, education and innovation".*



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