

PRESS RELEASE

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ISTOCARTA amidst editorial novelties and an exhibition

Two important cultural initiatives will take place in June 2017

ISTOCARTA, amidst a full range of activities on the go, is to launch two important cultural initiatives in the next forthcoming days. ***‘I protagonisti della carta FABRIANO. Il principio ed il termine di una dinastia di cartari: Pietro e Giovanni Battista Miliani’*** is the title of the event to be held in Fabriano on **16th June 2017 at 5.00pm**, at the **Sala Teatro dell’Accademia dei Musici** (P.zza Fabio Altini no. 9) in the suggestive “Museo del Pianoforte Storico e del Suono”, which conserves an invaluable collection of 30 pieces, the synthesis of 300 years (1700/1900) of the History of the Pianoforte. The hall, granted by courtesy of the Chairman of the Accademia Arch. Valerio Veneri, will host the presentation of its latest publishing works by ISTOCARTA. Two reprints, “Pietro Miliani Fabbrikante di Carta” by Andrea Gasparinetti (1964) and “LA MUSICA” by Giovanni Battista Miliani (1885), to commemorate two of the key figures in a dynasty of paper entrepreneurs who have facilitated the spreading of FABRIANO paper throughout the world. On the one hand, Pietro Miliani, an entrepreneur at the end of the eighteenth century, founder of the historical Miliani Paper-mill in 1782, who established professional relationships with important printers, artists like Giambattista Bodoni, Francesco Rosaspina, Raffaello Morghen, narrated for first time by A. Gasparinetti, Vice-director of the Paper-mill in Fabriano, and on the other hand, Giovanni Battista Miliani, entrepreneur in the early years of the twentieth century, a man of manifold inventiveness, a politician, agriculturist, naturalist and humanist, to the extent that he wrote, when still a young man, “LA MUSICA” for his sister Anna’s marriage to Count Ciro Vallemani: the work was published in Florence in 1885 for the ‘types’ of typography “Tipografia dell’Arte della Stampa”. An occasion to commemorate Pietro (1744 - 1817) and Giovanni Battista (1856 - 1937) on the anniversary of their deaths.

Dr. Caterina Silva, curator of the foundation ‘Fondazione Museo Bodoniano’ (Parma) will present the work dedicated to Pietro Miliani, which has been conceived with a more popular editorial role as compared to the original and which is part of the series “Storia della Carta” (vol. XIII). The reprint includes an introduction edited by Dr. Marianna Astore titled *‘Pietro Miliani mercante e imprenditore della carta’* as well as a biography by the author Andrea Gasparinetti edited by Giancarlo Castagnari. One thousand specimens are to be printed (not available for sale). The concert pianist Maestro Prof. Claudio Veneri, founder of the ‘Accademia dei Musici’, will present the work of Giovanni Battista on the Bosendorfer pianoforte (Vienna 1912), reviving the melodies appreciated by the young Miliani. One hundred and ten pages which express the opinion of the author on the origin, the history and the philosophy of music and which gained appreciation by Giosuè Carducci, while a biography of the Author has been added on the appendix titled *‘Giovanni Battista Miliani Industriale tra impresa e cultura’* edited by Giancarlo Castagnari. The original work conserved in the ‘Biblioteca Multimediale’ of Fabriano has been granted to ISTOCARTA, which also obtained authorization by the Archival and Bibliographical Superintendence of Umbria and the Marche to reprint and restore for the reinforcing of the back, that ISTOCARTA will carry out at its own expenses. Six hundred numbered specimens are to be printed (off series), 100 of which are to be sent to the Public Library of Fabriano as a token of

appreciation. Both reprints have been edited by the paper historian Giancarlo Castagnari (Vice-chairman of ISTOCARTA). To end off the event, a two-voiced recital on *'La modernizzazione di un'industria plurisecolare: Pietro, Giovanni Battista Miliani e la carta fabrianese'* will be delivered by Prof. Francesco Chiapparino and Dr. Marianna Astore from the 'Università Politecnica delle Marche' (UNIVPM). The event, made in cooperation with the 'Accademia dei Musicisti' – which thanks to its Artistic and Scientific Research Activity, can count on two prestigious ambassadors, such as Maestro Riccardo Muti (Honorary President) and Professor Piero Angela (Testimonial) – and with the illustrious 'Museo Bodoniano', has obtained the patronage by the municipality of Fabriano, the Ente Autonomo Palio San Giovanni Battista and UNIVPM as well.

The following day, **17th June 2017 at 3.30pm** at the head-offices of ISTOCARTA (V.le Pietro Miliani 31/33) a photograph exhibition will be inaugurated on ***'Le storiche Cartiere Miliani: FOTORICORDO della "fabbrica bella"'***. A photograph exhibition which gives an insight into the entrepreneurial reality at the turn of the 20th century, which was avant-garde and sensitive to the development of culture, creativity and sustainability. The exhibition was planned for the XV Week of Corporate Culture (10th -24th November 2016) – the National event involving corporate museums and archives promoted by MUSEIMPRESA and Confindustria – and dedicated to the "La fabbrica bella: cultura, creatività e sostenibilità", but was then postponed due to the earthquake which hit the Marche region – is the right occasion to commemorate the two hundredth + 1 of the birth of Giuseppe Miliani (1816 - 1890), one of the key figures of the dynasty of Miliani, considered as an "ancient and modern" paper-maker, and to inaugurate the "Fototeca digitale" which has seen the digitisation of over 1.200 historical photographs drawn out from the "Fondo Fototeca since 1871" conserved in the Archives of Cartiere Miliani with the purpose of preserving, protecting, enhancing and promoting the abounding historical photograph collection of the Papermill of Fabriano, proof of the industrial, archaeological, architectural and landscape heritage as well as aspects typical to the community and culture of the paper-makers since 1871. The exhibition will be open to the public for fifteen days from **17th to 30th June 2017, everyday (including Sundays and public holidays) from 3.30pm to 6.30pm**. The exhibition has been patronised by Confindustria and MUSEIMPRESA.

Both initiatives will be held during the **XXIII edition of 'Palio di San Giovanni Battista'** (Fabriano, 14th-24th June 2017).

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