

Business Culture Week

By Magda Marsili

For the last six years, Business Culture Week has taken place in mid-November. Promoted by Confindustria, this meeting is dedicated to the best practices and know-how of Italian entrepreneurship throughout the entire national territory.

Museimpresa – Italy’s National Association of Museums and Business Archives, founded in 2001 and supported by Assolombarda and Confindustria – has participated in this event each year, organizing initiatives to promote business museums and archives as privileged “keepers” of historical memory and culture. One of the top priorities of Museimpresa is to demonstrate how corporate cultural policy, by adopting some of the models of museums and archives, can create positive consequences for the company itself, and for the development and growth of its surrounding territory. The valorized territory, then becomes a point of reference for industrial tourism, which in turn, results in beneficial effects on national tourism.

Thanks to the wide exposure of Business Culture Week, diverse publics have gained access to quality events – film shows, plays, exhibitions and book presentations – and can get a better look at business culture, often perceived as a distant, little-known world that is “only for specialists”.

To reach these goals, Museimpresa has always fully involved its business partners, a necessary step to ensure the event’s national relevance. In this way, businesses themselves become the main promoters on Business Culture Week, by planning initiatives in their own headquarters – which include special openings with guided visits to their plants or laboratories, conferences, and exhibitions. It is important to point out that the member businesses interact with each other, reinforcing their spirit of association and their sense of belonging to a “network”.

The museums and archives, therefore, decide if and how they wish to take part, so that each year Business Culture Week changes both its location and its program. For this reason, it is impossible to give a detailed picture of the geographic distribution of all the initiatives, developed in different regions and cities, apart from Milan, headquarters of Museimpresa, where the event is usually planned and organized. By now it is clear that BCW has established itself as an annual appointment of notable interest.

Apart from the increase in numbers, the variety of the contributions from both public and private actors who took part in the event are even more meaningful. BCW provides an important moment of meeting, discussion and reflection on the values and know-how that has contributed to making “Made in Italy” a symbol of quality and passion all over the world.

See you at the next Business Culture Week!