



AGENZIA DEL DEMANIO

Directorate General

PRESS RELEASE

AGENZIA DEL DEMANIO: FIRST PLAQUE AFFIXED TO THE ITALIAN CONSULATE IN NICE, FRANCE **The *Conoscere per Riconoscere* Project gets underway with the first of many plaques to be affixed to the Italian State's assets**

Nice, France, 14th March, 2008 – The first plaque to identify assets owned by the Italian State has today been affixed to the Italian Consulate in Nice to mark the end of this year's MIPIM, the international property expo in Cannes. Director of the Agenzia del Demanio (the Italian Public Property Agency), Elisabetta Spitz, Italian Consul General in Nice, Agostino Chiesa Alciator, Under-Secretary of the Italian Ministry of Foreign Affairs, Famiano Crucianelli, and Depute Minister of the Italian Ministry of the Economy & Finance, Vincenzo Visco were all in attendance at this inaugural event in the *Conoscere per Riconoscere* Project (which roughly translates as 'Get to Know in order to Recognise'), which aims to affix plaques to a multitude of properties owned by the Italian State.

The Plaque Project is a wide-ranging initiative that will encompass the whole of Italy and even beyond, as evinced by today's ceremony. The project will take in Italian State-owned properties both at home and abroad, in order to increase their level of recognition by the general public, with a view to helping align Italy with other European countries that have, for some time now, been committed to promoting their publicly owned assets. Moreover, the project constitutes the Agenzia del Demanio's contribution to the celebrations for the 150th anniversary of Italian Unification, in 2011. The next three years will see a total of 5,000 plaques being affixed to some of the finest real estate within the Italian State's property portfolio.

Conoscere per Riconoscere is a response to the requirement to increase awareness about those assets that have played a part in Italy's history and in the creation of its national identity. Since these are State-owned assets, they are – by definition – part of the heritage of all Italian citizens, and so the project is geared towards making that heritage more accessible to the public. Each plaque will provide summary information on the property, including its permitted uses, the year in which it was constructed, the year in which it was acquired by the State and an identifying code that (from June onwards) will allow users to view a more extensive description via the www.demaniore.com portal. The ultimate objective of the project is to support the rebuilding of a closer relationship between the citizens and the publicly owned assets, consolidating a sense of belonging and – in the process – enhancing Italy's architecture, urban townscapes and rural landscapes.

The second important date for the Plaque Project will be the 2nd of June, during the celebrations to mark the creation of the Italian Republic. More than 20 municipalities will be involved in this event. As well as being the Year of Overseas Assets, 2008 will also focus on Italy's smaller islands, starting with those of the Venetian lagoon.

