

PRESS RELEASE

The Phoenix Renewed: from Turin an international call for ideas for International Organizations

Compagnia di San Paolo, one of the most important private foundations in Europe, has launched the project “The Phoenix Renewed”, an international call for ideas to invite Italian and foreign organizations, public or private alike, individually or in partnership, to submit proposals to settle in Turin and set up their offices at the **Vigna di Madama Reale – Villa Abegg**, a prestigious location with an important history. Projects can last for a period of up to **sixty years**. The Compagnia di San Paolo is also available to consider **support** for costs related to extraordinary maintenance in order to allow the winning bidder to settle in.

The estate could be home to educational institutions as well as to cultural foundations and research centers. All the details to take part in the selection are available online at **phoenixrenewed.compagniadisanpaolo.it**. Proposals, that may be written in Italian or English, must be sent to **phoenixrenewed@compagniadisanpaolo.it**. The deadline for the submission of the proposals is **Monday 16th July 2018** and the selected project will be announced by the end of 2018.

Bruce Sterling and Jasmina Tešanović, two internationally famous writers and intellectuals who met and fell in love in Turin, accepted to help in promoting **The Phoenix Renewed Project**. The reason why they have agreed to participate in this effort is summarized in the poem they wrote for the Villa, which is available on the project’s website, and is also explained by the fact that they are currently working on their respective novels finding inspiration in the beauty of the Villa itself. Years ago they were so impressed by Turin’s beauty and the charm of its cultural scene that they decided to spend their life here. In fact, in the not-so-distant past, **Turin** was known almost exclusively as the seat of Italy’s most famous car manufacturer. In recent times, however, the first capital of Italy has gained recognition as a **lively cultural center and a beautiful town**, home to a wealth of little-known architectural gems that are the legacy of its glorious past. Among these remarkable sites is *Vigna di Madama Reale*, a beautiful villa and estate perched on the hill across the river Po. It takes its name (“vigna” means vineyard in Italian) from the abundant grapes that once grew in this lovely estate and the term, in the local vernacular, has maintained the flavor of pleasures past.

The property, also known today as **Villa Abegg**, was sold by the Abegg family to the Istituto Bancario San Paolo di Torino in 1983 which in turn leased it to the Compagnia di San Paolo, that since 1992 has been running the estate.

Today, after a decade when the Villa was not used for any specific purpose, a new, exciting chapter begins in the long and fascinating history of the Villa with **The Phoenix Renewed Project: *through this project the Foundation aims to attract vitality and resources, planning skills and intelligence to Turin, helping to renovate the city's international prestige.***

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