

Third location of the Unipol Group's corporate museum CUBO opens at the Unipol Tower in Milan

Milan, 16 April 2025

Today, on Wednesday 16 April 2025, the third location of the Unipol Group's corporate museum CUBO was inaugurated at the Unipol Tower in Milan.

The innovative skyscraper designed by Mario Cucinella opened its doors in Piazza Gae Aulenti to a new space **dedicated to culture, contemporary art, and educational activities**, intended for anyone who loves knowledge and sharing it, with a particular focus on **younger generations**.

The opening ceremony was attended by **Matteo Laterza**, Unipol CEO, **Vittorio Verdone**, Director of Communication and Media Relations at Unipol, and **Giulia Zamagni**, CUBO Director.

To celebrate the occasion, the museum was proud to present the concert *Sulle corde del cuore*, in which Luisa Prandina on the harp and Laura Marzadori on the violin – acclaimed soloists and first chairs at **Teatro alla Scala** – crossed time and space to transport the audience on the notes of the most famous and beloved pieces in the history of music, from Beethoven to Vivaldi to Piazzolla.

The invite-only event was produced in collaboration with Fondazione Musica Insieme.

On 17 April 2025, the new CUBO location at the Unipol Tower in Milan will **open to the general public** with the exhibition "Sliding", an artistic and multimedia journey featuring works by Beverly Pepper, Quayola, Larry Rivers, Stefano Ronci, and fuse*.

The CUBO corporate museum first opened in 2013 in Bologna – in the raised Porta Europa square, followed by the inauguration of the second location in 2021 at Torre Unipol, again in Bologna – with a view to sharing knowledge and experiences through the language of culture, in the understanding that culture is the main tool for development, inclusion, and social dialogue.

Through educational and didactic programmes, concerts, cultural events, and temporary exhibitions, CUBO preserves, enhances, and shares the **identity**, the **cultural heritage**, and the **history** of the Unipol Group and promotes **innovation** and **research**, always placing the person at the centre.

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