

## I DON'T DANCE ALONE 2024

### Unipol Group's initiatives to mark the **International Day for the Elimination of Violence against Women**.

Today in Milan, a **sixth red bench** in Via Melchiorre Gioia

*Milan, 25 November 2024*

The red bench is a symbol adopted by the Unipol Group to demonstrate its commitment to spreading a culture of defending women against hateful and unfortunately still common gender violence. This morning, a new red bench was installed in front of the Milan headquarters of the insurance group on the corner of Via Melchiorre Gioia and Via Castiglioni during a ceremony attended by **Alice Arienta**, President of the Civic Services, Relations with Municipalities and Digitalisation Commission of the Milan City Council, **Matteo Laterza**, Chief Executive Officer Unipol and **Silvia Lazzari**, Chief Human Resources Officer Unipol.

The design of the sixth red bench favours the use of sustainable materials that respect the environment.

To mark the occasion of the **International Day for the Elimination of Violence against Women**, the **Unipol Group's** corporate museum **CUBO** organised **I Don't Dance Alone** for the sixth year running, a programme of initiatives and events to raise public awareness on the issue of violence against women.

The day was established by the United Nations General Assembly on 17 December 1999, based on the assumption that violence against women is a human rights violation. Even today, a large number of women in Italy continue to fall victim to violence, while violence against women in the workplace remains a widespread problem. According to the latest data from the Ministry of Internal Affairs, **65** women were killed in the first nine months of 2024, out of a total of 192 murders. Furthermore, 31.5% of women in Italy have suffered some form of physical or sexual violence in their lifetime.

The bench, red like the colour of blood, bears the phrase *"Love generates love and not violence"* and **1522**, a toll-free number that victims of abuse and stalking can call to request help and support. This bench follows the **first** one inaugurated in 2019 in the Porta Europa gardens in Bologna, the **second** installed in 2020 in Piazza della Torre Unipol in Bologna, the **third** placed in 2021 at THE DAP - Dei Missaglia Art Park in Milan, the **fourth** in Galleria San Federico in Turin in 2022, and the **fifth** in 2023 in Piazza della Libertà in Florence, all realised in collaboration with the Equal Opportunities Commission of the Unipol Group's insurance sector and the Libellula Foundation.

In addition to the *red bench*, a series of initiatives and events aimed at younger generations was organised to celebrate the 2024 edition of **I Don't Dance Alone**. In recent days, CUBO held a workshop on countering gender stereotypes for Unipol employees in **Florence**, and a show called "Shut Up" from the work by Michela Murgia in **Bologna**, with an interactive workshop for secondary school students aimed at promoting the importance and respect of all forms of diversity and uniqueness.

On 21 November, Martina Nova held two dance performances entitled “The Cage” in Galleria San Federico in **Turin**, then from 22 to 24 November, four more initiatives were scheduled in **Milan**. Two workshops and two shows. A workshop for high school students focused on the topic of non-violent language together with educators from Fondazione Libellula, and another workshop, “*In ascolto*”, was organised for the city at the CADMI Women’s Shelter. In her monologue “*Maschi del Futuro*”, performed at Teatro Litta on 23 November, Francesca Cavallo searched for a possible meeting ground between feminist demands and the revolution men need. And last night the screening of the film “*Il popolo delle donne*”, which for the first time highlights the correlation between the growing social affirmation of women and the increase in male violence, was followed by a debate with the director Yuri Ancarani and psychotherapist Marina Valcarengi.

**CUBO** is the Unipol Group’s corporate museum, a place where culture is shared. We illustrate Unipol’s cultural heritage and history as well as the social role of insurance through the language of culture and art, aware that culture is the main tool for social development, dialogue and inclusion.

**CUBO**

Piazza Vieira de Mello, 3 e 5  
40128 Bologna  
T. +39 051 507.6060  
[www.cubounipol.it](http://www.cubounipol.it)



App CUBO 

**Ufficio Stampa**

Giovanni Gualandi  
T. +39 051 507.2829  
C. +39 334 6954249  
[stampa@cubounipol.it](mailto:stampa@cubounipol.it)