

**LA STRADA PER CORTINA. VII GIOCHI OLIMPICI INVERNALI 1956***THE ROAD TO CORTINA. VII OLYMPIC WINTER GAMES 1956*

Gallerie d'Italia – Milan, Intesa Sanpaolo Museum

6 February 2026 – 3 May 2026

Exhibition curated by Aldo Grasso

**PRESS MATERIALS AND IMAGES:** [La strada per Cortina. VII Giochi Olimpici Invernali 1956](#)

Milan, 5 February 2026 – From **6 February to 3 May 2026**, Intesa Sanpaolo opens the photography exhibition *La strada per Cortina. VII Giochi Olimpici Invernali 1956* (*The Road to Cortina. VII Olympic Winter Games 1956*) to the public at its Gallerie d'Italia museum in Milan. Curated by Aldo Grasso, the show presents a selection of photographs produced by the Publifoto Milano news agency, bringing to life key moments from the first Winter Olympics held in Italy, in Cortina d'Ampezzo, from 26 January to 5 February 1956.

The exhibition is part of the **Cultural Olympiad programme** of the Milano Cortina 2026 Olympic and Paralympic Winter Games, for which Intesa Sanpaolo is a Banking Premium Partner.

Publifoto provided extensive coverage of the event, producing more than 100 reports and 1,400 photographs, with six of its most experienced photographers assigned to the project. In addition to the sports section – whose archive is now largely preserved at the CSAC of the University of Parma, the source of many images in the exhibition – photographers from news and corporate departments were also involved, with companies investing heavily in the event's communication strategy.

The exhibition features 86 photographs – 84 in black and white and 2 in colour – retracing the event from the early preparations, including the construction of the Olympic Ice Stadium and the Trampolino Italia ski jump, through to behind-the-scenes moments during the Games, from the opening ceremony to the final night. Evocative images of athletes in training or at leisure, spectators and reporters, are shown alongside commissioned photos used by companies to promote their brands during what was then the world's most important sporting event – all set against the backdrop of Italy's post-war economic boom.

Cortina 1956<sup>TM</sup> marked a turning point: it was the first time Italy presented itself as a country capable of staging an international event just a few years after losing the war, regaining credibility on the global stage. Still undergoing reconstruction, the country demonstrated it could efficiently and flawlessly organise a complex event – even broadcasting it live across much of Europe – forever changing the relationship between sport and its audiences.

**Michele Coppola**, Executive Director Art, Culture and Historical Heritage at Intesa Sanpaolo, stated: 'xxx'

For the occasion, all **270** photographs (black and white and colour) taken by Publifoto during *Cortina 1956<sup>TM</sup>* and held in the Intesa Sanpaolo Publifoto Archive have been restored, digitised, catalogued and made publicly accessible online by the Bank's Historical Archive at <https://asisp.intesasanpaolo.com/publifoto/>.

Acquired in 2015 by Intesa Sanpaolo to be preserved and promoted as a national cultural asset, the Publifoto Archive remains an invaluable source for retracing the history of twentieth-century Italy.

The museum in Milan, along with those in Turin, Naples and Vicenza, is part of the Gallerie d'Italia museum project by Intesa Sanpaolo, led by Michele Coppola, Executive Director for Art, Culture and Historical Heritage.

## USEFUL INFORMATION

### OPENING HOURS:

Tuesday, Wednesday, Friday, Saturday, Sunday: 9:30 am – 7:30 pm

Thursday: 9:30 am – 10:30 pm

Monday: closed

Last entry: one hour before closing.

### TICKETS:

6 February – 6 April 2026:

Full €10, reduced €8, special concession €5 for Intesa Sanpaolo customers and under-26s; free for partner institutions, schools, under-18s, and Group employees.

7 April – 3 May 2026:

Full €5, reduced €3, free entry for Intesa Sanpaolo customers, under-26s, partner institutions, schools, under-18s, and Group employees.

### INFO & BOOKINGS:

<http://www.gallerieditalia.com>, [milano@gallerieditalia.com](mailto:milano@gallerieditalia.com), Toll-free number 800.167619

*Informazioni per la stampa*

#### **Intesa Sanpaolo**

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#### **Intesa Sanpaolo**

Intesa Sanpaolo, con 421 miliardi di euro di impieghi e oltre 1.400 miliardi di euro di attività finanziaria della clientela a fine settembre 2025, è il maggior gruppo bancario in Italia con una significativa presenza internazionale. È leader a livello europeo nel wealth management, con un forte orientamento al digitale e al fintech. Intesa Sanpaolo ha sviluppato un programma di Intelligenza Artificiale su larga scala, con circa 150 use case già in sviluppo, che sta generando benefici significativi per il Gruppo.

In ambito ESG, entro il 2025, sono previsti 115 miliardi di euro di erogazioni Impact per la comunità e la transizione verde. Il programma a favore e a supporto delle persone in difficoltà è di 1,5 miliardi di euro (2023-2027). La rete museale della Banca, le Gallerie d'Italia, è sede espositiva del patrimonio artistico di proprietà e di progetti culturali di riconosciuto valore.

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