



LIFE FROM INSIDE

“Appreciating the good qualities of craftsmanship, he used to find and select what was most beautiful and varied to put in his works.”

From the life of Giorgione da Castelfranco in Vasari’s *Vite*

Bracco is honored to support the National Gallery of Art, Washington, as the official sponsor of *Bellini, Giorgione, Titian, and the Renaissance of Venetian Painting*—an exhibition that celebrates these three great masters and explores their relationships with contemporary painters. By bringing together masterworks of the first three decades of the 16th century, the exhibition sheds new light on a period of extraordinary vitality—in particular, on its stylistic and technical innovations.

The Bracco Group, an international leader in diagnostic imaging, is also committed to promoting innovation, as well as the European culture and values, drawn from history, on which a responsible future is based. For decades it has been endorsing cultural projects such as classical concerts and operas, the restoration of monuments, and art exhibitions in Europe and the United States.

This new initiative with the National Gallery represents a further step forward in our traditional support of Italy’s artistic and cultural heritage, particularly in the United States, where Bracco has maintained a direct presence for years, also establishing important research and clinical development activities.

Most significantly, this exhibition corresponds closely to our corporate mission: it emphasizes the technical examination of these paintings by radiology, besides other sophisticated techniques, using the same platforms that Bracco has developed for advanced medical applications. The diagnostic imaging systems we created to see what is otherwise undetectable in the human body may also be applied to reveal new elements—underdrawings and “pentimenti,” or changes of mind—in the work of these Cinquecento artists. Thus, modern technologies provide new understanding and new knowledge of the greatest moment in Venetian painting, one of the high points of Western civilization.

Diana Bracco  
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