

Beatrice Trussardi

Beatrice Trussardi (b. 1971 in Milan) completed her studies in Contemporary Art Business & Administration at New York University while working at some of the leading museums in New York, such as the Guggenheim, the Metropolitan, and the Museum of Modern Art.

She has chaired the Fondazione Nicola Trussardi since 1999. Under her leadership, in 2003, the foundation moved out of its exhibition spaces in Palazzo Trussardi alla Scala to bring contemporary art directly into the city, venturing into formerly unexplored territory. Like a nomadic museum, the Fondazione Nicola Trussardi conceives, organizes and produces major contemporary art exhibitions by internationally renowned artists which are created specifically for forgotten and often inaccessible buildings, monuments, and landmarks around Milan, reopening them and restoring them to the city and to art lovers. Since 2003, the Fondazione Nicola Trussardi has evolved into a unique institutional model that is admired around the world. The artists who have been presented by the Fondazione Nicola Trussardi include—among others—Maurizio Cattelan, Tacita Dean, Urs Fischer, Fischli and Weiss, Paul McCarthy, Pipilotti Rist, Tino Sehgal and Allora & Calzadilla. In recognition of the Fondazione Nicola Trussardi's work, Beatrice Trussardi received the Premio ICE – Impresa & Cultura in 2003. In 2004, she won the prestigious Montblanc Arts Patronage Award, an international prize assigned each year to new supporters of art and culture, and in 2012, received the Piazza Mercanti award from the Milan Chamber of Commerce for cultural philanthropy.

Parallel to this, Beatrice Trussardi holds positions of great prestige and responsibility in national and international organizations, bringing to bear the experience she has acquired in both the business and the cultural world.

In September 2013, at the invitation of the Italian Minister of Foreign Affairs, she joined the International Board of the Women in Diplomacy Committee, whose goal is to build Italian and international public awareness around the key themes of EXPO 2015. In 2012, the Italian Minister of Cultural Heritage and Activities appointed her to the Board of MAXXI - Museo Nazionale delle Arti del XXI Secolo in Rome, due to her professional achievements and experience in the field of contemporary art and patronage. Since 2009 Beatrice Trussardi has been President of the Friends of Aspen at Aspen Institute Italy, whose aim is to analyze and discuss important economic, social, and cultural issues that are fundamental to development. Since 2007 she has been on the Women's Leadership Board of the John F. Kennedy School of Government at Harvard University in Cambridge, Massachusetts, which works to expand the role of women at every level of society through the contribution of international leaders.

From 1999 to 2014, she held various positions and responsibilities—including those of President and CEO—within Trussardi Group. Her innovative business philosophy has helped make Trussardi Group a leading player on the international scene, as well as a symbol of the quality, creativity, history, and future of Italian fashion. She has received many honors and awards for her entrepreneurial activities, including the Premio Marisa Bellisario, in 2003, "for her determination and enthusiasm as the leader of a historic fashion label in Italy", and in the same year, the prestigious NIAF Award, conferred by the National Italian American Foundation for achievement in international business. In 2010, the President of the Italian Republic awarded her the official title of Commendatore. Within the realm of activities headed by the Trussardi family, she is currently CEO of the companies that manage and optimize their real estate assets.

Beatrice Trussardi has also wedded her business mission to social responsibility, through projects aimed at raising public awareness of issues like innovation, sustainability, and envisioning a different future for our planet; due to this activity, she is involved in many internationally prestigious research groups. In 2005 she was selected by the World Economic Forum as one of its Young Global Leaders: a community of political, economic, social and cultural figures under forty that are called on to develop global strategies for building a better future. In 2010 she became Founding Curator of the Milan hub for the Global Shapers Community of the World Economic Forum.