

Beatrice Trussardi

Beatrice Trussardi was born on November 22, 1971. She holds an undergraduate degree in Modern and Contemporary Art History and a Master's degree in Art Business and Administration from New York University, and has worked in the past for the Guggenheim Museum, the Metropolitan Museum and the Museum of Modern Art in New York.

Beatrice Trussardi is President and CEO of Trussardi Group, one of the most prestigious Italian brands in the world of fashion. Trussardi started out as a maker of leather goods and gradually expanded around the globe, diversifying its range to include men's and women's prêt-à-porter, accessories, casual apparel, children's wear, eyewear, fragrances, and a collection for the home. Trussardi also spearheads initiatives in the four arenas where Italy truly excels: fashion, art, cuisine and design.

Alongside her business activity, Beatrice Trussardi remains deeply involved in the cultural sphere through the work of the Fondazione Nicola Trussardi, which she chairs.

The Fondazione Nicola Trussardi is a non-profit institution for the promotion of contemporary culture, a nomadic museum committed to producing and presenting contemporary art in many different contexts and through a wide range of channels. Since 2002 the Fondazione Nicola Trussardi has been one of the most active cultural institutions on the national and international scene, sponsoring and disseminating works by contemporary artists through a series of events, exhibitions, publications and special projects. The exhibitions organized in Milan by the Fondazione Nicola Trussardi allow both residents and visitors to rediscover hidden gems of architecture around the city, which are brought back to life through the energy and vision of contemporary art.

Beatrice Trussardi has received many honors for her entrepreneurial activities over the years. In 2003, she was awarded the *Premio Marisa Bellisario* and the prestigious *NIAF Award* for special achievement in international business from the National Italian American Foundation. In 2004 she was singled out for the *Premio Internazionale Amici di Milano* and the *Premio Firenze Donna*, for her commitment to the highest professional values.

In recognition of the work carried out by the Fondazione Nicola Trussardi, she was awarded 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.

Beatrice Trussardi combines her business mission with social responsibility, through projects aimed at raising public awareness of issues related to modernization and to envisioning a different future for our planet. In 2005 she was named a Young Global Leader of the World Economic Forum. In 2010 she was co-founder of *Table for Two Italia* (a World Economic Forum initiative) and also became Founding Curator of the Milan hub for the *Global Shapers Community* of the World Economic Forum.

In 2007 Beatrice Trussardi was invited to join the *Women's Leadership Board* of the John F. Kennedy School of Government at Harvard University in Cambridge, Massachusetts. The Board works to expand the role of women at every level of society through the contribution of key international figures.

Beatrice Trussardi has been President of the Friends of Aspen since 2009 and in 2010 was granted the official title of Commendatore by the President of Italy.

On December 6, 2012, in recognition of her experience in the field of contemporary art and cultural patronage, the Minister for Cultural Resources and Activities appointed Beatrice Trussardi to the Board of MAXXI – Museo nazionale delle arti del XXI secolo in Rome.