

STATEMENT — ENTREPRENEURS

A growing company creates context, direction, and culture.

Art enters this space as an active force of orientation.

Matteo Ferretti's works operate as strategic presences: they strengthen identity, amplify perceived value, and declare a clear vision before any word is spoken.

For entrepreneurs, art becomes a tool of sensitive leadership. A signal that organizes space, supports decision-making, and elevates the experience of those who enter.

Projects develop through different operational formats, selected according to business objectives:

- **Unique artworks**

One-of-a-kind creations, conceived as definitive presences in key areas of the company.

Each artwork is an act of positioning: it affirms identity, vision, and silent authority.

- **Art rental for events and institutional settings**

The works guide key moments: launches, private meetings, decisive occasions.

Space gains direction. The experience remains, even when temporary.

- **Custom commissioned artworks**

Creations developed in dialogue with the company, its values, its rhythm, and its colors.

The artwork becomes a visual emblem of entrepreneurial vision.

- **Artist residencies within the company**

Creative processes that generate presence, narrative, and cultural content for an agreed period of time.

Art enters the operational core and amplifies its frequency, eventually becoming both a definitive presence and communication material for high-ticket branding awareness and reputational positioning.

- **High-end limited editions**

Selected editions for furnishing large-scale spaces, for high-level relationships, and for corporate gifts.

Symbolic yet refined creations that consolidate connections and positioning.

Integrating art into a company means shaping the invisible: atmosphere, perception, and emotional memory—both for employees and for clients.

Companies that choose this dialogue state one precise thing:

growth also evolves through the quality of presence.