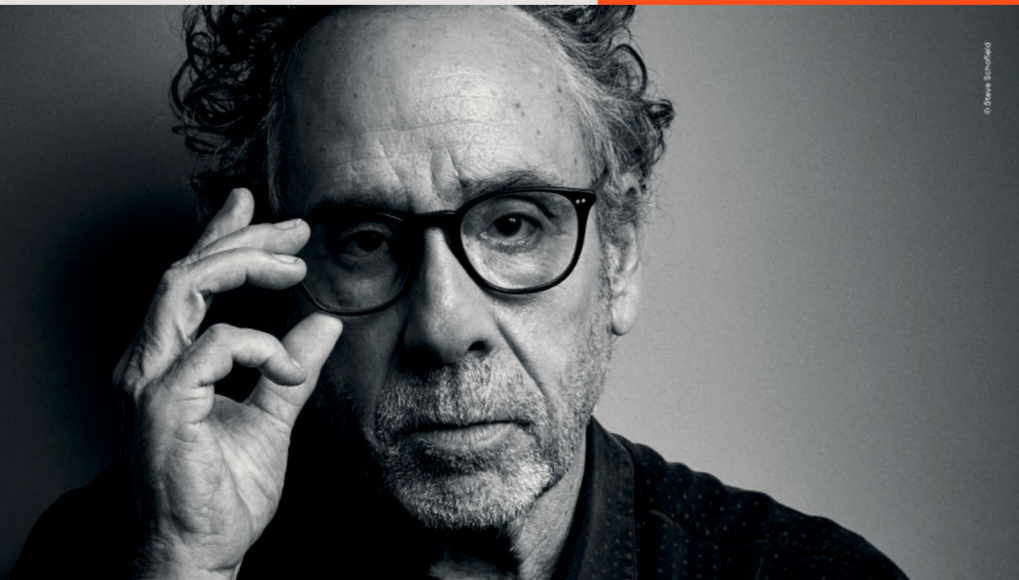


**18 – 26 October 2025**  
**XV Edition**



"LORENZO IL MAGNIFICO"  
LIFETIME ACHIEVEMENT  
AWARD 2025

**TIM  
BURTON**



**XV**  
EDITION

The  
Sublime  
Essence of

**LIGHT AND DARKNESS**

Concepts of  
Dualism and Unity  
in Contemporary Art  
and Design



**Sponsoring**

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The  
Sublime  
Essence of

# LIGHT AND DARKNESS

Concepts of  
Dualism and Unity  
in Contemporary Art  
and Design

18 - 26  
OCTOBER  
2025

FORTEZZA  
DA BASSO  
FIRENZE

+ 600 ARTISTS AND DESIGNERS + 84 COUNTRIES + PERFORMANCES, TALKS, LECTURES, CONFERENCES, WORKSHOPS, AWARDS

[florencebiennale.org](http://florencebiennale.org)

## **XV FLORENCE BIENNALE**

The Florence Biennale is one of the largest contemporary art and design exhibitions in the world and is considered a showcase of excellence for international artistic production. **Over 600 artists and designers from 84 countries and five continents participated in the XIV<sup>th</sup> edition, visited by more than 13,000 people in October 2023**, which took place under the patronage of the European Parliament, the Italian National Commission for UNESCO, the Parliamentary Assembly of the Mediterranean, the Italian Ministry of Culture, the Tuscany Region and the Municipality of Florence.

The **XV<sup>th</sup> edition** will be held at the Fortezza da Basso in Florence from **18 to 26 October 2025** and will involve exhibitors (artists, designers and companies) and visitors in an event full of international guests, conferences, talks, performances, educational initiatives and workshops that will embrace various aspects related to art and design, with particular attention to the theme of this edition.





## TIM BURTON

"LORENZO IL MAGNIFICO" LIFETIME ACHIEVEMENT AWARD 2025

The international "Lorenzo il Magnifico" Lifetime Achievement Award will be bestowed on American filmmaker and artist Tim Burton, on the occasion of the XV Florence Biennale - International Exhibition of Contemporary Art and Design, themed "The Sublime Essence of Light and Darkness. Concepts of Dualism and Unity in Contemporary Art and Design", which will be held from 18 to 26 October 2025 at the Fortezza da Basso in Florence.

The world-renowned American director and artist, widely regarded as one of the most imaginative and visionary filmmakers of our time, welcomed the news of the award in the following words: *«I'm very humbled to be the newest recipient of the "Lorenzo il Magnifico" Lifetime Achievement Award, joining the list of amazing artists. The honor also gives me a chance to create an exhibition in Florence for the Biennale, and I'm looking forward to exploring this year's themes of dualism and unity through my art and reflecting on those opposites which don't exist without the other – light and dark, good and evil, order and chaos».*

Tim Burton will receive the "Lorenzo il Magnifico" Lifetime Achievement Award on Tuesday, October 21, 2025 at the theatre area of the Florence Biennale, at the Fortezza da Basso in Florence.

The motivations of the Curatorial Board were anticipated by the General Director of the Florence Biennale, Jacopo Celona: **«The prize is the Florence Biennale's tribute to one of the most important artists of our times, and a recognition of his outstanding artistic work, including drawing, graphic design, stop motion animation and film making. Through his works, Tim Burton revolutionized the perspective that sees darkness as a synonym of evil, bringing out new concepts of beauty through magical and poetic visions, breaking down stereotypes linked to dualisms and promoting a deep understanding of human nature and the connections between our limited and fragile terrestrial world and the**

**immensity of the universe: a new immaterial, spiritual, transcendental perspective, capable of giving emotional awareness of infinity, which configures his works as an artistic expression of absolute extraordinariness and as a long-lasting cultural legacy for both the artistic community and the global audience».**

Long before becoming a director, Tim Burton expressed himself through drawing, painting, and photography, all of which have become an integral part of his creative process which he continues to pursue to this day, with a style so unique the adjective "Burtonesque" was coined. His extensive library of artworks has been documented in books including his 2009 release, "The Art of Tim Burton", a 430-page volume comprising more than 40 years of his personal and professional artwork. Coinciding with its release, the Museum of Modern Art opened an extensive exhibition of his work in New York, which went on to tour in Melbourne, Toronto, Los Angeles, Paris, and Seoul. A second exhibition of his artwork, The World of Tim Burton, has been presented in Prague, Tokyo, Osaka, Brühl, São Paulo, Shanghai, Hong Kong, Genk, Mexico City, and continues to tour internationally. As an acclaimed filmmaker and illustrator Tim Burton has written, directed, and produced numerous iconic films – encompassing cult favourites, box office smashes and inventive adaptations. Burton is credited with kickstarting the juggernaut of superhero films ("Batman", 1989; "Batman Returns", 1992), reinvigorating stop-motion animation ("Tim Burton's The Nightmare Before Christmas", 1993; "Corpse Bride", 2005), putting a macabre twist on grand scale musicals ("Sweeney Todd", 2007), and creating some of cinema's most iconic antiheroes ("Beetlejuice", 1988; "Edward Scissorhands", 1990). His recent projects include the feature film "Beetlejuice Beetlejuice" (2024) and the critically acclaimed television series "Wednesday" (2022–present). Burton's inimitable work spans multiple genres, making him one of the most distinctive voices in modern cinema.



## A NEW MODEL OF BIENNIAL

In a city like **Florence**, which boasts an ancient tradition of art and is known primarily for being the “cradle of the Renaissance”, artistic events have never been lacking. Nevertheless, what was proposed at the end of the 1990s was a completely new example: **an international biennial of contemporary art** that was both a “**showcase**” and a **space for dialogue between artists and their audience**.

The Florence Biennale, founded by **Pasquale and Piero Celona together with a committee of artists, curators and art critics**, was immediately conceived as a “general assembly” of artists from all over the world called to intervene in the international exhibition of contemporary art in Florence. The founders proposed **a model of biennial in which emerging talents could**

**find space alongside established artists, to be able to exhibit their works in a free and independent context**. It was 1997 and the response was surprising: 317 artists from 20 countries chose to participate and exhibit their works in the Medici city.

Since that first edition, the artists who have exhibited in all the editions of the Florence Biennale have been over 6000, coming from over 100 countries and from all continents. Held every two years this biennial, under the direction of Jacopo Celona since 2013, is still an independent and **international event for contemporary art and design**, which gathers and interweaves a multitude of contributions and points of view.



### A SHOWCASE FOR CONTEMPORARY ART AND DESIGN IN THE HEART OF FLORENCE



Now in its XVth edition, the Florence Biennale is the main contemporary art and design event in Florence. The challenge of bringing the reality of the contemporary to the cradle of the Renaissance becomes the occasion to create **a prestigious exhibition moment for international contemporary artistic production**.

Since its foundation, the event has animated the Medici city every two years, with a rich program of collateral events such as conferences, exhibitions, performances and educational initiatives. Exhibitors and visitors thus have various **opportunities to meet and discuss various aspects of art and culture**, with particular attention to the theme of the current edition. The Florence Biennale is thus configured **as a showcase for contemporary art and design; an independent, free and innovative event**.

Actualized with the support of artists, designers and their sponsors, the event is intended as a large innovative event fuelled by creativity and individual initiatives. What differentiates it from most events in the sector is its characteristic of **putting artists in direct contact with the public**. In fact, the event is guided by the founding principle of each edition, that is, **not an art fair but a cultural exhibition** and a participatory event that aims to be a valuable opportunity to present one's work to the public and cultural operators, engage with other exhibitors and create networks, which in previous editions have already given rise to further exhibitions, publications and initiatives, both in Italy and abroad.



# LIFETIME ACHIEVEMENT AWARDEES (ART)



- Chen Cheng-Hsiung (2001)
- David Hockney (2003)
- Christo & Jeanne-Claude (2005)
- Richard Anuszkiewicz (2005)
- Gilbert & George (2007)
- Marina Abramović (2009)
- José Luis Cuevas (2011)
- Anish Kapoor (2013)
- Marta Minujin (2015)
- Sauro Cavallini (in memoriam, 2017)
- Gustavo Aceves (2019)
- Refik Anadol (2019)
- Franco Zeffirelli (2019)
- Michelangelo Pistoletto (2021)
- Oliviero Toscani (2021)
- David LaChapelle (2023)

David LaChapelle  
with the award he just received at the  
Florence Biennale 2023



## THE “LORENZO IL MAGNIFICO” AWARD

The event welcomes the main forms of artistic expression, which have been given space over the course of the various editions thanks to the participation of hundreds of artists from over 100 countries. During the last edition (2023), the XIV since its foundation, over 600 artists exhibited in the following 12 categories: **art installation; ceramic art; digital art; drawing, calligraphy and printmaking; jewellery art and design; mixed media; painting; performance art; photography; sculpture; textile art and fibre art; and video art.**

At the end of each edition, the artists who stand out in the 12 categories receive the **International "Lorenzo il Magnifico" Award**, conferred by an International Jury, made up of prominent personalities from the world

of art and culture, which evaluates all the works on display during the days of the exhibition. The works of the winners of the first prize, in particular, are exhibited for a month, after the end of the biennial, also at the exhibition hall of the Accademia delle Arti del Disegno in Via Ricasoli/ Piazza San Marco. In addition to the prizes awarded by the Jury to the best works exhibited, there is also the **“Lorenzo il Magnifico” Lifetime Achievement Award**, intended for artists and/or organizations that have distinguished themselves for artistic merit and/or for their contribution to culture. The awards are named after Lorenzo de’ Medici, known as “Il Magnifico”, to underline the Florentine nature of the event and to ideally connect it to its important artistic history in the emblematic figure of the great patron and promoter of the Arts of the Renaissance.



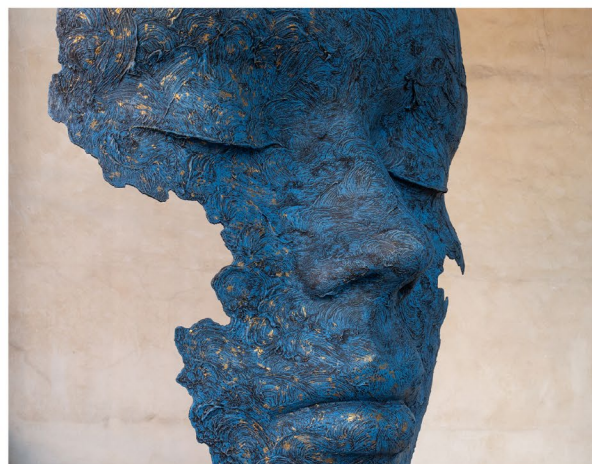


## THE WINNERS EXHIBITION AT THE ACCADEMIA

Among our collateral events, we particularly highlight the Exhibition of the Winners of the International Prize “Lorenzo il Magnifico”, which is held after the closing of the Florence Biennale, in the exhibition hall of the Academy of the Arts of Drawing in Florence: the oldest Art Academy in the world (formed in 1339 as the Company of San Luca), which saw members such as Benozzo Gozzoli, Donatello, Lorenzo Ghiberti, Leonardo da Vinci and Michelangelo Buonarroti.

Thanks to the collaboration with the Academy, which began in 2021 as the final step of the XIII Florence Biennale with the exhibition in Via Orsanmichele (Palazzo dell’Arte de’ Beccai, headquarters of the Accademia), the Florence Biennale will continue to be present in the city even in the months following the main exhibition, offering further visibility (for the artists, but also for the sponsors and partners of the event), with a prestigious exhibition with free admission in the heart of the historic centre of Florence, a few steps from the Academy of Fine Arts and the Galleria dell’Accademia which houses the original Michelangelo’s “David”.

Thanks to the collaboration with:



## A TWO-YEAR LONG BIENNIAL

The scope of the Florence Biennale is not limited to the official days of the exhibition. The communication of the event, both on the web and social media and on traditional media, begins in February of the previous year, when registrations are opened and the hundreds of artists and dozens of projects, sponsors and partners that give substance to the event begin to be presented daily.

After the event, the communication of the Florence Biennale also focuses on the artists awarded by the International Jury during the last day of the exhibition and on a series of special projects that were born during the days of the event. During the entire month of January, following the exhibition, the works of the first prize winners are exhibited at the Accademia delle Arti del Disegno. Other projects, moreover, enter a new phase, continuing to arouse the interest of the media and the public. An example of this is the bronze sculpture by the Iranian artist Partin Bastan depicting Mahsa Amini, a work sculpted during the XIV Florence Biennale, which will soon be cast thanks to the collaboration of the Tuscany Region, the Liceo

Artistico di Porta Romana and the Fonderia Del Giudice, and then presented to the public and placed in the headquarters of the Presidency of the Region in Piazza Duomo in Florence.

Among the other projects carried out with the involvement of our sponsors and partners, as a continuation of the last edition, are: installations of works in public spaces (i.e: the sculptures by Marco Olivier at Villa Vittoria for Firenze Fiera), donations of works to institutions and organizations (i.e: the sculpture by Elettra Cubeddu donated to UNICEF), projects for charity (i.e: the FERCAM crates transformed into works of art by street artists and put on sale with the proceeds destined for the Villa Lorenzi Foundation). The Florence Biennale therefore represents a path of quality and visibility, from which partners and sponsors can benefit not only in conjunction with or in proximity to the event, but also over a longer period of time that ultimately embraces the entire period between one edition and the next.





# PATRONAGES AND ACKNOWLEDGEMENTS

The Florence Biennale is held under the patronage of national and international public institutions, such as the **Italian National Commission for UNESCO, the European Parliament, the Italian Ministry of Culture, the Tuscany Region and the Municipality of Florence.**

In 2001 the Florence Biennale was included as an official partner of the **United Nations program “Dialogue Among Civilization”,** and in 2007 it received the **Award of the Artists for Human Rights** Association founded by the American actress Anne Archer. This recognition was given to the President of the Florence Biennale, Pasquale Celona, an artist himself, in recognition of the commitment to defending human rights through the languages of art, which the event has always carried forward.

During the X<sup>th</sup> edition (2015) Eugenio Giani, then President of the Regional Council of Tuscany, awarded the **“Pegaso d’Argento”** to the Florence Biennale for excellence in the promotion of Tuscany and contemporary art at an international level. Since 2017, the event has been granted the patronage of the **Italian National Committee for UNESCO.**

In 2019, the Director Jacopo Celona was awarded the recognition of **“Ambassador of the City of Florence in the World”** by the Municipality of Florence, "As a prominent interlocutor with an active role in the development of the city who can count on the collaboration and support of local institutions and operators".



## THE CATALOGUE

EDITORIALE GIORGIO MONDADORI

The Official Catalogue of the Florence Biennale is a jewel in the crown of the event. It is a 600 pages book which tells the story of the event through an introductory section dedicated to the current edition, including lifetime achievement awardees as well as other guests of honour and special projects, and detailing the programme in its various facets. The catalogue also includes one page dedicated to each exhibitor.

Produced in collaboration with Editoriale Giorgio Mondadori, the catalogue of the XV Florence Biennale

will be distributed free of charge to all participating artists and designers, the press, guests, partners, and invited authorities.

The book is also distributed for sale throughout Italy through Messaggerie Libri, at the main Book Fairs (Bologna, Turin, Rome, Frankfurt), as well as on Amazon.





## SPONSORS & PARTNERS

On the occasion of each edition, the Florence Biennale receives the support of sponsors and partners who stand out for their sensitivity to cultural issues. Supporting the artists and projects of the event means making a concrete contribution to the dissemination of culture and art at a national and international level.

We also establish numerous collaborations throughout the world, with institutional and private entities, which have allowed the Florence Biennale to establish itself internationally and become known globally.

These collaborations have also given rise to cultural and art promotion projects in several countries including **Austria, China, Finland, France, Great Britain, India, Italy, Malta, North Macedonia, Mexico, the Netherlands, Qatar, Spain, the United Arab Emirates, and the United States of America.**

For this reason we would like to thank all those who have supported us and who are alongside us in the realization of this initiative, now and in the past, such as among others:



## MEDIA

The Florence Biennale establishes media partnerships and collaborations, ensuring coverage of the event in national and international press, including newspapers ("Il Corriere della Sera", "La Repubblica", "La Nazione" to name a few), magazines, radio and television broadcasts.

Media partnerships in recent editions include ANSA, "Arte" Mondadori, "Art Market Magazine", "Artribune", "Artuu", "Bell'Italia", "Bell'Europa", "Firenze Made in Tuscany", "FUL Magazine", "Gardenia", "Giornale dell'Arte", "Harper's Bazaar Jewelry", "La Nazione", "Lungarno", "Sculpture Network", "Segnonline" and "The Florentine".

Among the services relating to the latest editions, broadcast on Italian and international television, we recall those produced by RAI, SKY, CCTV, BBC and CNN.





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PATRONAGE



PARTNERS  
& SPONSORS

SPONSOR



CULTURAL PARTNER



PARTNERS



EXHIBITION PARTNERS



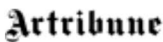
INSTITUTIONAL PARTNERS



SUSTAINABILITY PARTNERS



MEDIA PARTNERS



ART HOTEL PARTNERS

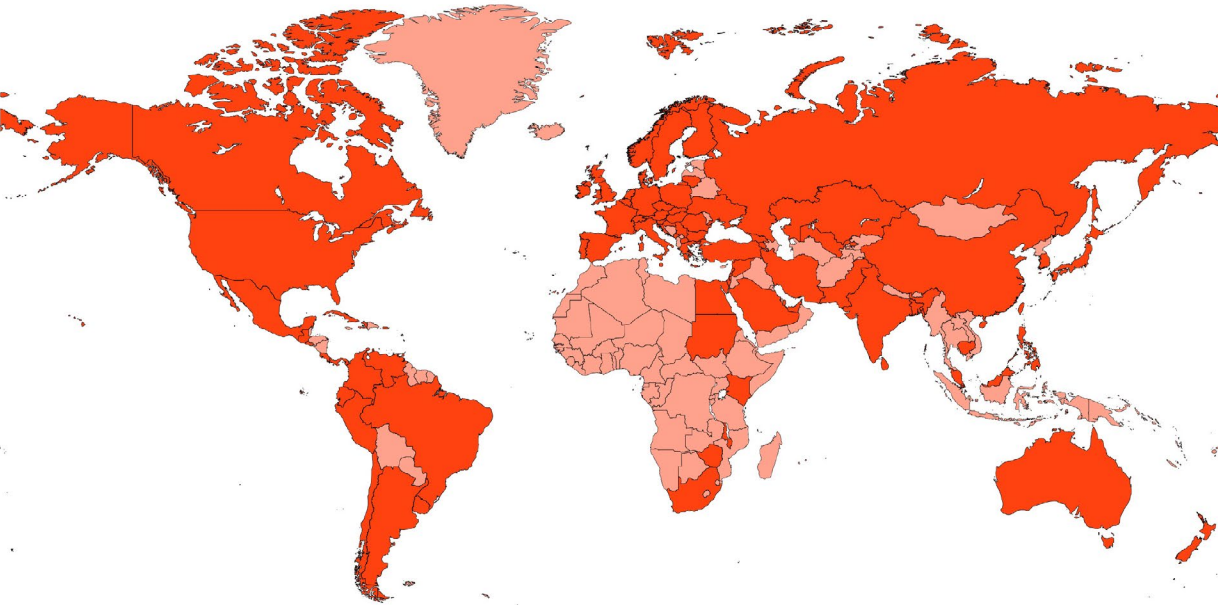




# AUDIENCE AND VISITORS

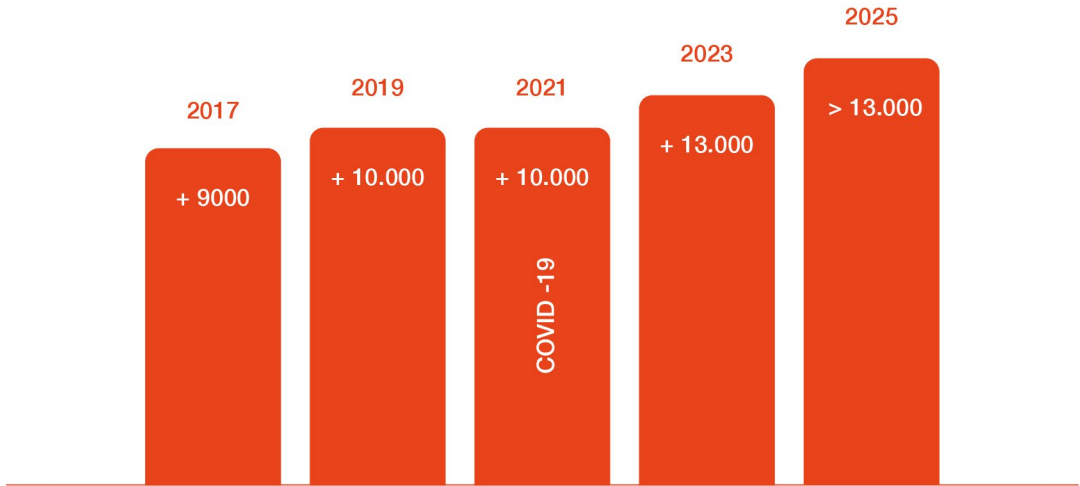


# COUNTRIES OF THE EXHIBITORS



84 REPRESENTED COUNTRIES FROM 5 CONTINENTS

# AUDIENCE PER EDITION



+1500  
ARTWORKS ON  
DISPLAY

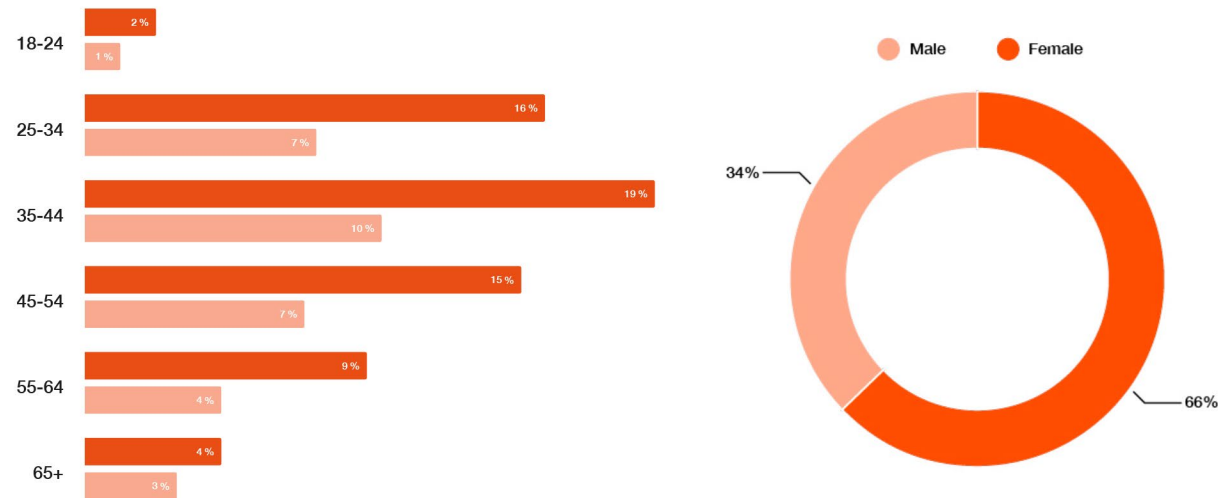
11.000  
SQUARE  
METERS

+13.000  
VISITORS  
AND AUDIENCE

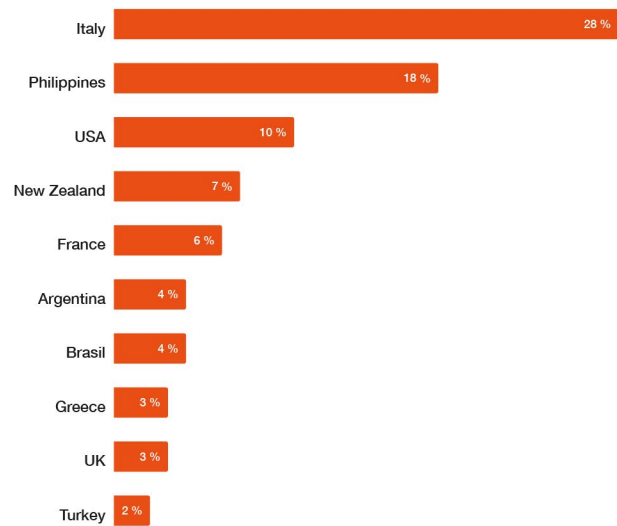


# WEB AND SOCIAL

## AGE AND GENDER



## COUNTRIES WITH MORE VIEWS



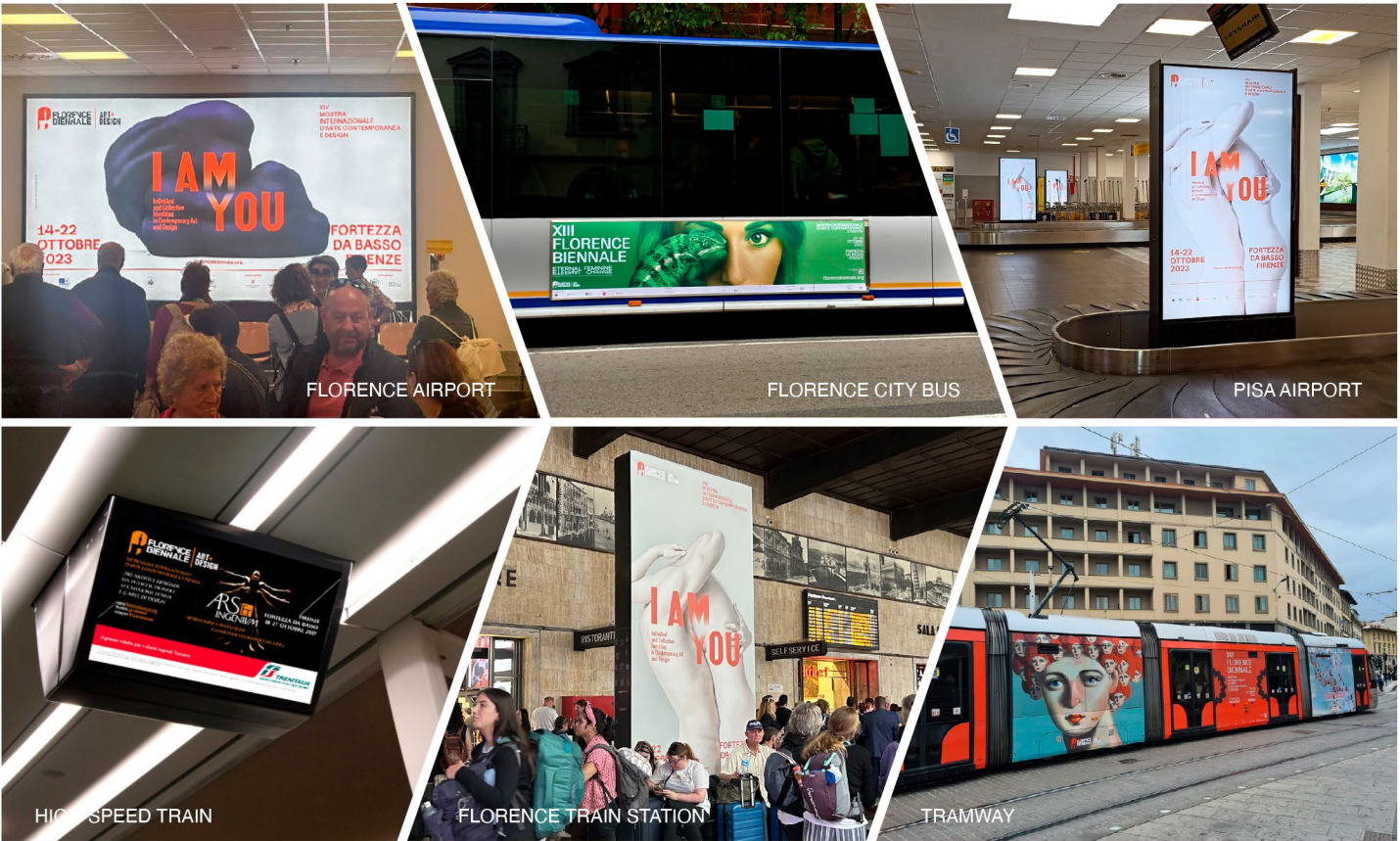
# PROMOTION AND COMMUNICATION

The Florence Biennale promotes the event through a series of promotional and advertising campaigns involving various media: print, web, cinema, radio, television, billboards, flyers and more, both nationally and internationally.

These campaigns allow the promotion of the event both in the most widespread and transit contexts (buses, trains, trams, shopping centres, cinemas, schools, airports, etc.), and in those more specifically connected to the world of art, design and culture

(museums, art galleries, universities and academies, etc.). In particular, we carry out the promotion in the Florence Central railway station, inside the Florence and Pisa airports, on the Florence Tramway and on the High-Speed Trains that run along the main Italian railway routes.

Promotional activities are planned to allow for constant diffusion over time, which intensifies as the event approaches, and which reaches its peak during the days of the event.



\* all data refer to the period June 2021 / July 2024





## QUOTIDIANI, PERIODICI E RIVISTE

- ADV sul mensile Arte (Gruppo RCS) from December 2022 to October 2023;
- 2 Pages in newswest Sette (on friday), Corriere della Sera;
- 2 Pages on Corriere Fiorentino;
- 1 Page and editorials on QN Firenze;
- 1 Page on Artribune Magazine, distributed in the Biennale di Architettura Venezia, Pitti Immagine, ArtBasel, Photo Basel;
- Destination Florence Magazine;
- The Florentine, magazine in english;
- Firenze, Made in Tuscany, distributed in all 4 and 5 star hotels in Florence;
- Editorial and a full page on FUL magazine;
- 1 Page on La Freccia, Trenitalia's monthly magazine distributed on the main Frecciarossa trains;
- Il Giornale dell'Arte;



## SOCIAL AND WEB ADV (in addition to communication activities on the web and social media)

- Artribune segnala: newsletter sent to all subscribers;
- Artribune social: 2 Instagram and 2 Facebook ads with targeted content;
- The Florentine: special ADV web on the main page of the site;
- QN: banners on the main web pages of the newspapers;
- Il Giornale dell'Arte: newsletter;



## TV, RADIO AND CINEMA

- Artribune Television: video reportage on the event;
- Spot SKY smart ad 28,000 views in Florence and its province;
- Spot SKY smart ad 181 wies on 49 channels nationally;
- Promo spot in 15 cinemas in Florence, Pisa, Pistoia;
- Cinema summer Arena Prato, Pistoia, Pisa;
- Spot Radio RAI 3 and local radio;



## BILLBOARDS E OUTDOOR

- MUPI Digital and Backlit, near Fortezza Da Basso (8 adv);
- Monitor Comune di Firenze (40 adv);
- Poster in the historic center of the Municipality of Florence (10 adv);
- Banners 70 x 100 cm Municipality of Florence (150 adv);
- Banners 6 x 3 m Municipality of Florence (5 adv);
- Digital LED 4 x 3 m on Firenze Digital Silvanon (15 adv);
- Digital Tower on Cartiere Carrara Hall;
- Main train Station Firenze SMN, Totem station entrance passenger area;
- Poster backlit 2,5 x 1,7 m (1 adv), Airport arrivals area Firenze;
- Digital LED 75" (6 adv), Airport baggage claim area Firenze;
- Poster backlit 4 x 2 m (1 adv) Airport arrivals area Pisa;
- Schermi LED 75" (8 adv) Airport baggage claim area Pisa;
- MAXISIDE on the 10 main bus lines in Florence;
- One Tramway Firenze, 3 MAXISIDE;
- One Mini Bus customization in the historic center of Florence;
- Internal signs on 26 trains of the Florence Tramway;
- ADV on Frecciarossa Trenitalia passengers wagon monitors;
- Internal ADV sign on 350 Florence Taxi cars;





# Advantages for Sponsors

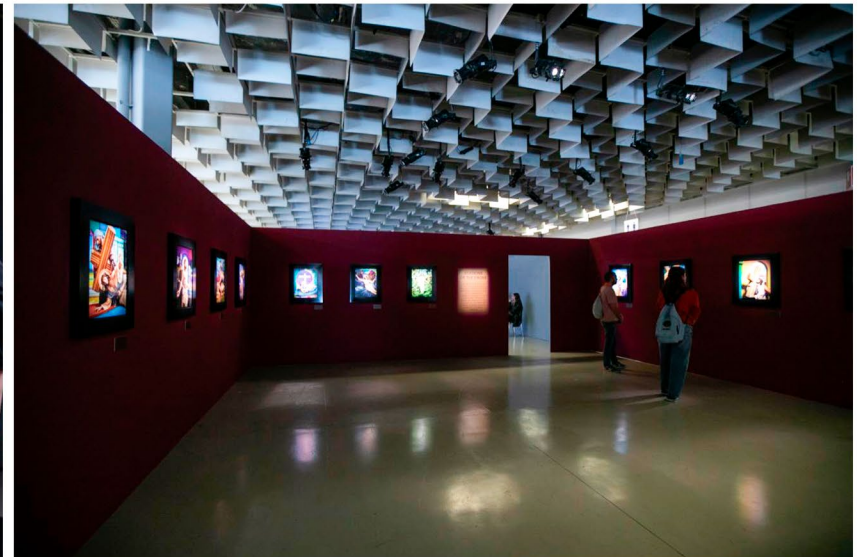


- Logo in the official Biennale book
- Logo on the "Artist Sponsors" board at the Biennale
- Logo on the artist's exhibition panel
- Sponsor's logo and link published on the official website
- 1 personalized pass (valid every day)
- 1 invitation for entry to the Biennale
- 1 copy of the official Biennale book
- 1 art book created and signed by the artist



# The Florence Biennale Through Pictures

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## Artist's Presentation



Allan Lesueur

Annecy – FRANCE

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