



Banca Intesa donation to Historical Museum of Serbia

Platform lift for persons with disabilities commissioned

Belgrade, February 2, 2018 – A platform lift for persons with disabilities was officially commissioned today at the Historical Museum of Serbia. The platform lift is a donation from Banca Intesa worth RSD 1,200,000.00 and it was installed thanks to company Ortopedija - Novi život. With the installation of the platform lift, the rich contents of the inclusive institution that is Historical Museum of Serbia, have become even more accessible to citizens with limited mobility.

During the ceremony, the attendees could hear speeches from Dušica Bojić PhD, the CEO of Historical Museum of Serbia, Sandra Lazarević, Head of PR and Marketing Communications Department Banca Intesa, Stana Božović PhD, State Secretary at the Ministry of Labour, Employment, Veteran and Social Affairs of the Republic of Serbia and Dragan Vukašinić, the founder of company Ortopedija – Novi život, and some of the notable attendees included Ljupka Mihajlovska, Member of the Serbian Parliament, members of the Union of Paraplegics and Quadriplegics of Serbia and users of Home for Adults with Disabilities.

“Historical Museum of Serbia and Banca Intesa have established good cooperation, a positive example of public-private partnership, which resulted in the display of works belonging to Intesa Sanpaolo Group cultural-artistic collection in our Museum, and a donation which allowed the Museum to get a platform lift for persons with disabilities, which has significantly increased the level of accessibility and inclusivity of the Historical Museum of Serbia”, said Dušica Bojić PhD, CEO of Historical Museum of Serbia.

After official commissioning of the platform lift, the guests had the opportunity to have an expert guide take them through current Museum exhibitions - Đorđe Stanojević – the man who brought light to Serbia and Death of Karađorđe Petrović.

Historical Museum of Serbia was founded in 1963 and owns a Historic collection, Art collection, Applied Arts collection, Archeological collection, Numismatic collection and Ethnographic collection, a collection of copies of icons and frescoes, Archivalia collection, and Old and Rare Books collection. The Museum also includes the Residence of Prince Miloš Obrenović in Topčider, which was built in 1831 and represents one of the last remains of Ottoman construction and culture in Serbia.

As the leading bank on the Serbian market, by all key indicators of success of banking operations, Banca Intesa plays an important role in the economic development of the country, but also in the overall life of the community. Socially responsible engagement of Banca Intesa is primarily based on supporting art and culture, which is the direction set by its parent group, Intesa Sanpaolo, as well as the fact that its origins are in Italy, the country which takes care of the largest part of world cultural treasures.