



In collaboration with:

**Bocconi**ALUMNI  
ASSOCIATION

MAMA - MASTER IN ARTS MANAGEMENT AND ADMINISTRATION  
— THE ART OF MANAGING ARTS

London, 6.07.2015

## ART OF MANAGEMENT OR MANAGEMENT OF ART?

An evening to discuss models, challenges and experiences around management and funding of art institutions. Short presentations and Q&A during an informal, convivial dinner.

8.15 PM

ENOTECA RABEZZANA  
(BARBICAN / FARRINGTON)  
62-63 LONG LANE, LONDON  
EC1A 9EJ

### SPEAKERS

**Andrea Rurale**, SDA Bocconi Professor of Marketing

**Francesca Filippini Pinto**, Head of Development, The Photographers' Gallery

**Anna Drozhzhina**, The Art Newspaper

Limited seats. (£25/head payable on site).

Please RSVP to [arealondra@alumnibocconi.it](mailto:arealondra@alumnibocconi.it)

[SDABOCCONI.IT/MAMA](http://SDABOCCONI.IT/MAMA)

