CORPORATE ART RATING

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The Corporate Art Rating (CAR) is the only sustainability rating in the world focusing on Art.

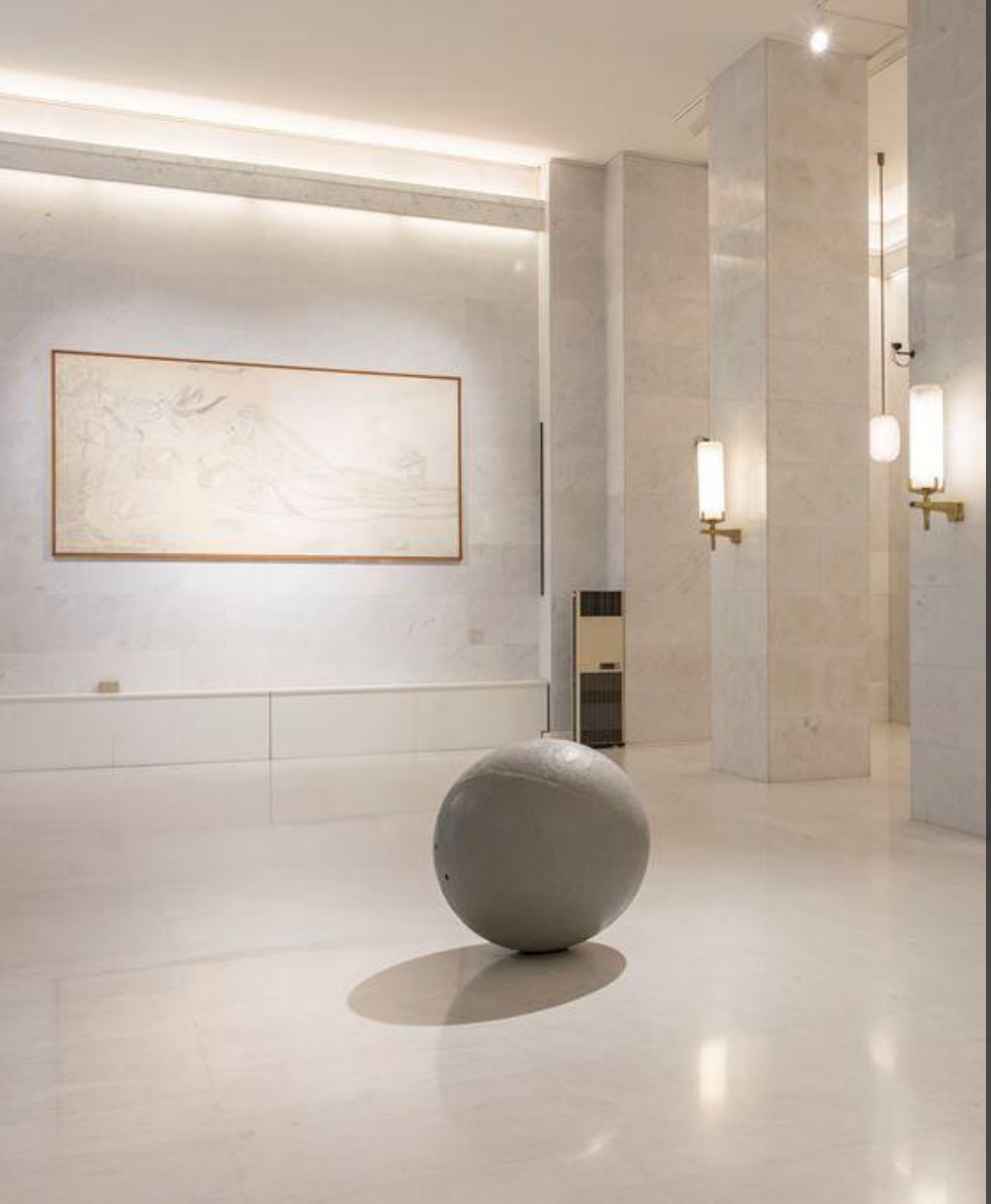
It is based on the assumption that **Art is the ultimate expression of Corporate Social Responsibility**.

Companies that are actively involved in the Art world tend to be successful in terms of profitability and have overcome most ethical, environmental and social challenges.

METHODOLOGY

The CAR assesses the quality of Corporate Art projects in the following fields:

Structural projects	• Corporate Art Collections • Art Museums • Art Prizes
Collaborations	• Involvement of artists in corporate processes such as marketing, celebrations, events, etc. • Collaborations with museums and with Art Academies
Other projects	• Restoration of public Art and monuments • Corporate Museums • Art as financial investment (works of art in the company assets) • Art benefits for employees (discounts for museum tickets, financial support/loans for art purchasing, etc.) • Art-based management training and education • Artworks for the decoration of offices and public spaces) • Other Art projects



CLASSES

pptArt's final evaluations are expressed with nine different Standard Corporate Art Rating classes:
A^{+}; A; A^{-}; B^{+}; B; B^{-}; C^{+}; C; C^{-}

"A" level or above, indicates an active involvement with the art world with several good-quality projects at international level.

"B" level indicates several good quality projects at national or local level.

"C" level indicates sporadic art projects in the past years with limited plans in the near future

CRITERIA

pptArt's certification process ranks the Corporate Art projects according to the CPQR criteria:

CONTINUITY

Permanent and regular initiatives (e.g.: museums, art collections) are ranked higher than one-off projects.

PASSION

Passion of the managers and openness of the initiatives to the public are key criteria.

QUALITY

Not all art initiatives are the same…

REACH

International projects are ranked higher than national or local initiatives as they show the full power of art as a global language.

500 companies surveyed globally

SELECTED RATINGS

4 REASONS TO GET CAR ® CERTIFIED

Certification provides a readily recognized indicator based on a standardized methodology.

The CAR report becomes an integral part of your Corporate Social Responsibility report.

Certification leads to higher visibility and reinforces the credibility of your art initiatives.

It is a process of international benchmarking and networking.

pptArt ®
THE RATING AGENCY

pptArt® is an independent rating agency specialized in art projects.

Since 2014 it has promoted the involvement of artists in corporate processes through a series of Corporate Art initiatives:

- The Corporate Art Awards ® in 2016 and 2017 under the patronage of the Italian Presidency of the Republic and the Italian Ministry of Culture
- The Corporate Art exhibit at the Galleria Nazionale d'Arte Moderna in Rome in 2015
- The Corporate Art course at the LUISS Business School's Master of Art (
- The first crowdsourcing platform for art projects in 2014

pptArt® works with many clients at international level: the United Nations for the 2015 World Expo, American Express, FAO, Poste Italiane, Enel, etc.

MECENATI OF THE XXI CENTURY

With the President of the Italian Republic

CORPORATE ART AWARDS 2016

With the Italian Minister of Cultural Activities

GALLERIA NAZIONALE ARTE MODERNA

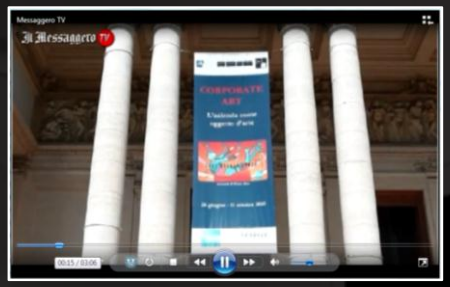
Corporate Art exhibit

PRESS

TG2

Rai 1 – Uno Mattina

CBS News



Il Messaggero TV

AdnKronos

Artribune

Rai News

Repubblica

Corriere Economia

The Art Newspaper

Corriere Innovazione

Corriere della Sera

Corriere Innovazione

Repubblica