

International Prize **ARTIST** of the **YEAR** 2025

curated by **Salvatore Russo**
& **Francesco Saverio Russo**

Where elegance meets prestige



EFETO ARTE
Foundation

FLORENCE

Florence, the capital of Italy's Tuscany region, is renowned for its rich history, art, and architecture. Often regarded as the birthplace of the Renaissance, the city is home to iconic landmarks such as the Florence Cathedral (Duomo), the Uffizi Gallery, and the Ponte Vecchio. Florence's vibrant cultural heritage is reflected in its well-preserved Renaissance art and architecture, with masterpieces by Michelangelo, Leonardo da Vinci, and Botticelli. The city's charming streets, elegant piazzas, and world-class museums make it a captivating destination for art lovers and history enthusiasts alike.



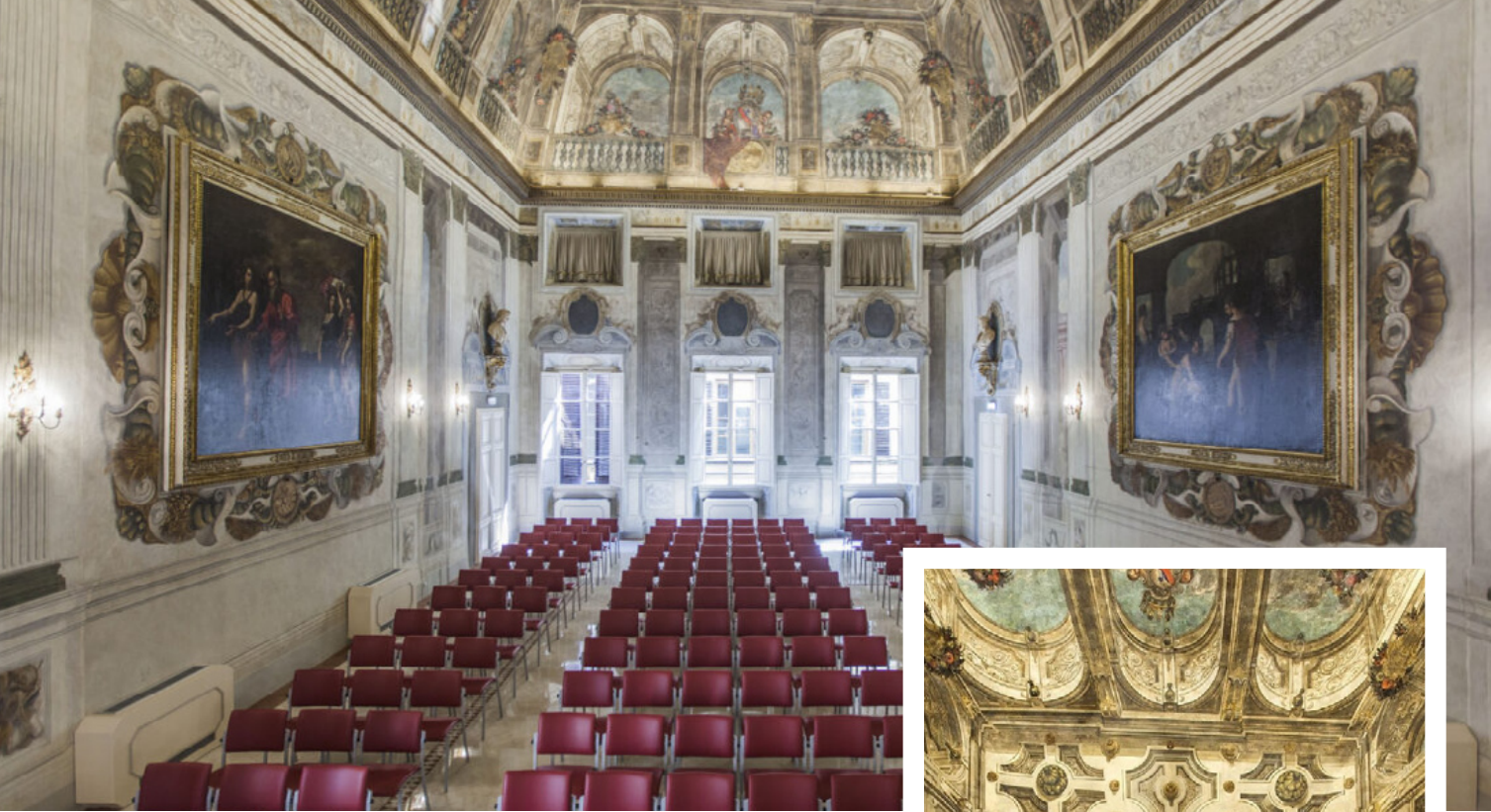
PUCCI PALACE

Palazzo Pucci is a historic palace in Florence, which also lends its name to Via de' Pucci where it is located. It spans nearly an entire block between Via Ricasoli and Via dei Servi, and is composed of three distinct sections, each centered around a courtyard. Originally part of a unified project, these sections have experienced different ownerships and histories over time. The section at number 6, on the corner with Via Ricasoli (14-16-18), is still inhabited by descendants of the Pucci family; the central section (Via de' Pucci 4) has been converted into apartments; and the western section (Via de' Pucci 2, Via dei Servi) now belongs to the Archdiocese of Florence.

The enchanting
Apollo Room of Palazzo Pucci

Palazzo Pucci in a
Buonsignori map from 1594





The International Prize "Artist of the Year 2025" is aimed at a small number of artists who have distinguished themselves during this year still in progress. The Award is aimed at painters, sculptors, photographers, digital artists, performers, stylists and creatives in general.

Along the street that takes its name, stands Palazzo Pucci, owned by one of the oldest Florentine families who still live there today and who from the beginning distinguished themselves for their intelligent and profitable patronage of the arts. The first members of the Pucci family arrived in Florence from the Arezzo area in the 12th century and settled in the Santa Croce district. Antonio Pucci, a member of the carpenters' guild, a member of the Otto di Guardia

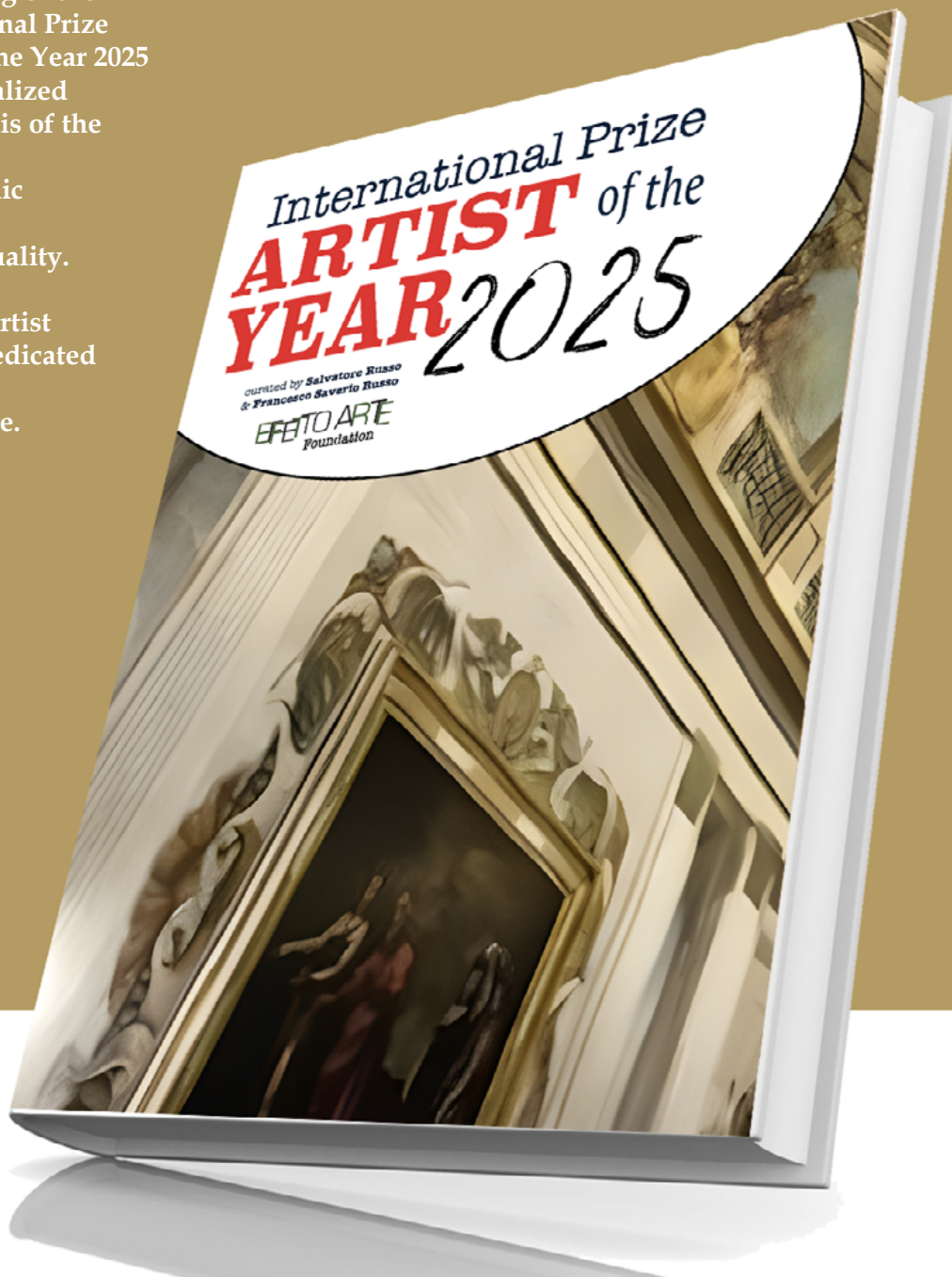


e di Balia in 1412, was the founder of the four branches of this great Florentine family who left, and has continued to leave until recent times, important traces in the public life of the city. Although the family distinguished itself for its loyalty to the Medici cause that brought them honors and power for many centuries, from Antonio Pucci and Piera Manetti, one of the branches known for two conspiracies against the Medici themselves derived. In 1560 his nephew Pandolfo Pucci, son of Roberto, was hanged at the Bargello for plotting a conspiracy against Cosimo I de' Medici. A few years later, his son Orazio seems to have prepared a conspiracy against the new Grand Duke Francesco I de' Medici which, in 1575, led him irreparably to prison, torture and finally hanging. Following the conspiracy of 1560, the palace, with all the family assets, was confiscated and, with magnanimity, returned a few years later to its rightful owners by Cosimo I de' Medici himself. In 1681 Gian Lorenzo Pucci (1645-1728), son of Alessandro, owner of the palace on the corner between Via dei Pucci and Via dei Servi, began the construction site designed by Paolo Falconieri (1634-1704) which led the complex to take on its current appearance. The substantial works, for a total sum of approximately 15,000 scudi, continued for years and involved the façade and the expansion of the building.



The catalog of the International Prize Artist of the Year 2025 will be realized on the basis of the finest typographic rules and highest quality.

To Each Artist will be dedicated a whole colors page.



THE ARTISTIC PROJECT INVOLVES:

- **Admission to the awards ceremony** to be held in Florence at Palazzo Pucci on January 25, 2025.
- **A page on the art magazine** “MASTER ARTISTS TO COLLECT VOL I, 2025” into a piece dedicated to “ARTIST OF THE YEAR 2025”.
- **Publication into n°1 page of the catalog** “ARTIST OF THE YEAR 2025”.
- **Conferment of the the International Award** “ARTIST OF THE YEAR 2025” (precious customized plate)
- **A copy of the art magazine** “MASTER ARTISTS TO COLLECT VOL I, 2025” .
- **A copy of the catalog** “ARTIST OF THE YEAR 2025”.
- Cocktail party.
- Digital invitation to the awards ceremony.
- Photo shoot.



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