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LA VILLA REALE E' ANCHE MIA!

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Press release by Comitato *La Villa Reale e' anche mia*

Re: clarifications about the PPP model – public-private partnership – as followed in the case of Villa Reale of Monza

On the course of his visit to Villa Reale of Monza, Mr. Philippe Daverio stated that the PPP model as followed for Villa Reale restoration should be a model for Italian heritage (MBNews, Sept. 8, 2014). Mr. Attilio Navarra, Managing Director of Italiana Costruzioni, stated exactly the same when celebrating the Villa's restoration completion. Mr. Daverio is a consultant of Italiana Costruzioni.

Well, it is exactly the contrary: this is an obsolete model that should not be repeated.

Here is how a fruitful co-operation between public entities and private companies should be:

1, Private companies should alternatively step in:

a, acting as sponsor, namely finance the work, being a return in terms of image. Profits can follow for sure. We wish to mention the campaign “adopt monuments” by the French Ministry of Culture that enabled the restoration of Versailles mirror gallery and garden statues. The campaign is underway for other monuments and historical abodes.

b, achieving the work in compliance with the public entities guidelines deriving from a regular call for bids.

2, Public entities should establish strategies and plans that private companies are to comply with.

In the case of Villa Reale of Monza these basic guidelines have not been implemented.

a, public entities (our money) financed almost the whole work, that is 19 million euro by Regione Lombardia on a total of 24 million euro.

b, the public entity, Consorzio Villa Reale e Parco di Monza, implemented no guidelines on restoration and on subsequent management. The Consorzio drafted no business plans and long range plans as stated in its by-laws. In addition, no scientific committee has ever been established in compliance with the Consorzio by-laws, to assist its executive authority.

c, the grantee itself established some sort of scientific committee which includes Mr. Philippe Daverio who, as a consequence, cannot be considered as an impartial consultant.

d, thanks to its negligible investment, the private company is allowed to manage the Villa central wing for 22 years. Any and every use is allowed, provided that it produces revenues.

The public entity, namely the Consorzio, is only but a nursemaid with decisions out of its control. Worth noticing that the Managing Director of Italiana Costruzioni already envisaged a luxury hotel inside the Villa north wing. Of course he also proposed to manage it.

This is not a new model, yet an old one, already in use for main grants inside the Parco di Monza, like race track and golf course. The outcome is a disaster for the monument in question, in that it sounds like disposal or allotment.

Monza, Sept. 13, 2014