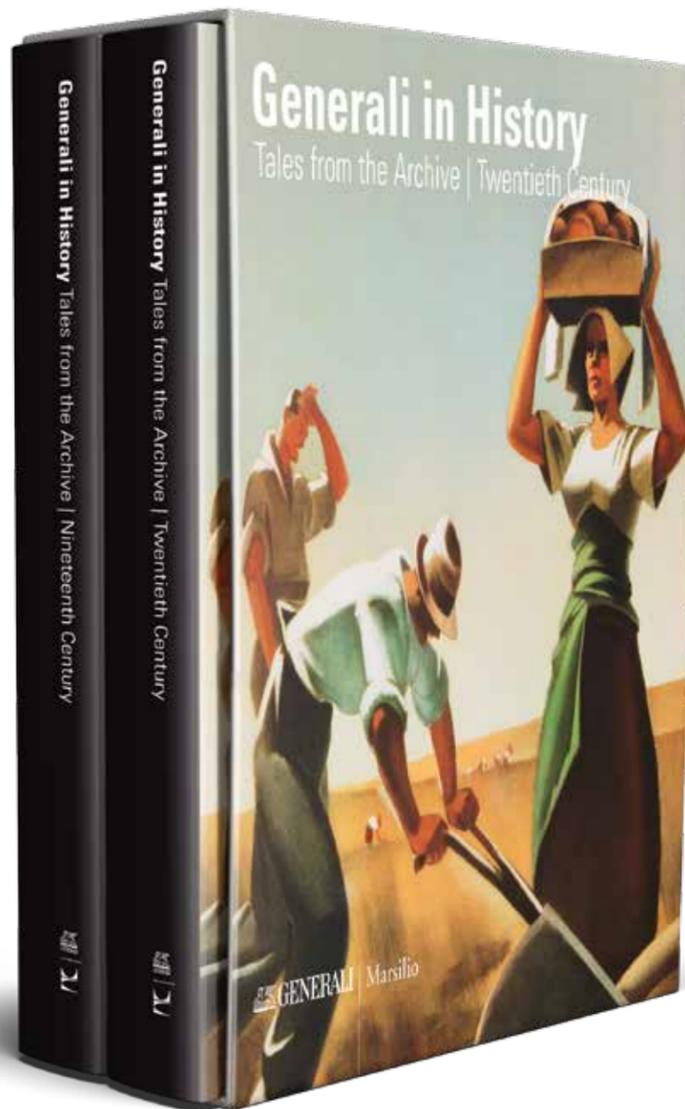


# Generali in History

Tales from the Archive | Nineteenth Century





- ▶ Size: 24x29 cm
- ▶ Paperback with flaps
- ▶ 628 pages with 643 color and 79 b/w illustrations, 2 volumes
- ▶ ISBN 978-88-317-2383-1

Preface by Paolo Mieli  
Monographs by Pietro Egidi, Sonia Galasso, Marco Marizza, Anna Millo, Diego Redivo, Roberto Rosasco, Roberta Spada and Silvia Stener.  
'In Brief' timelines by Roberto Rosasco and Raffaella Zanola.  
Corporate representation tables by Marco Marizza and Andrea Mazzetti.  
Photographs: Duccio Zennaro for the documents from the Historical Archive of Assicurazioni Generali and Massimo Goina for the works in the Collezione Assicurazioni Generali.  
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*“The Generali archive preserves some real gems; this material is useful not only for reconstructing the history of the company, but also that of Europe”.*

Paolo Mieli

The business instinct and cosmopolitan spirit of a group of talented entrepreneurs, the exceptional technical preparation and public commitment of a parade of able company leaders, brilliant ideas, felicitous intuitions, small stories and big news, like the fire at La Fenice, a surprising employee by the name of Kafka, Umberto Nobile's expedition to the North Pole and a missile launch: these and more are the themes treated in these volumes, testifying to the pioneering spirit at the origin of Assicurazioni Generali and its savvy adaptation to market and political contingencies.

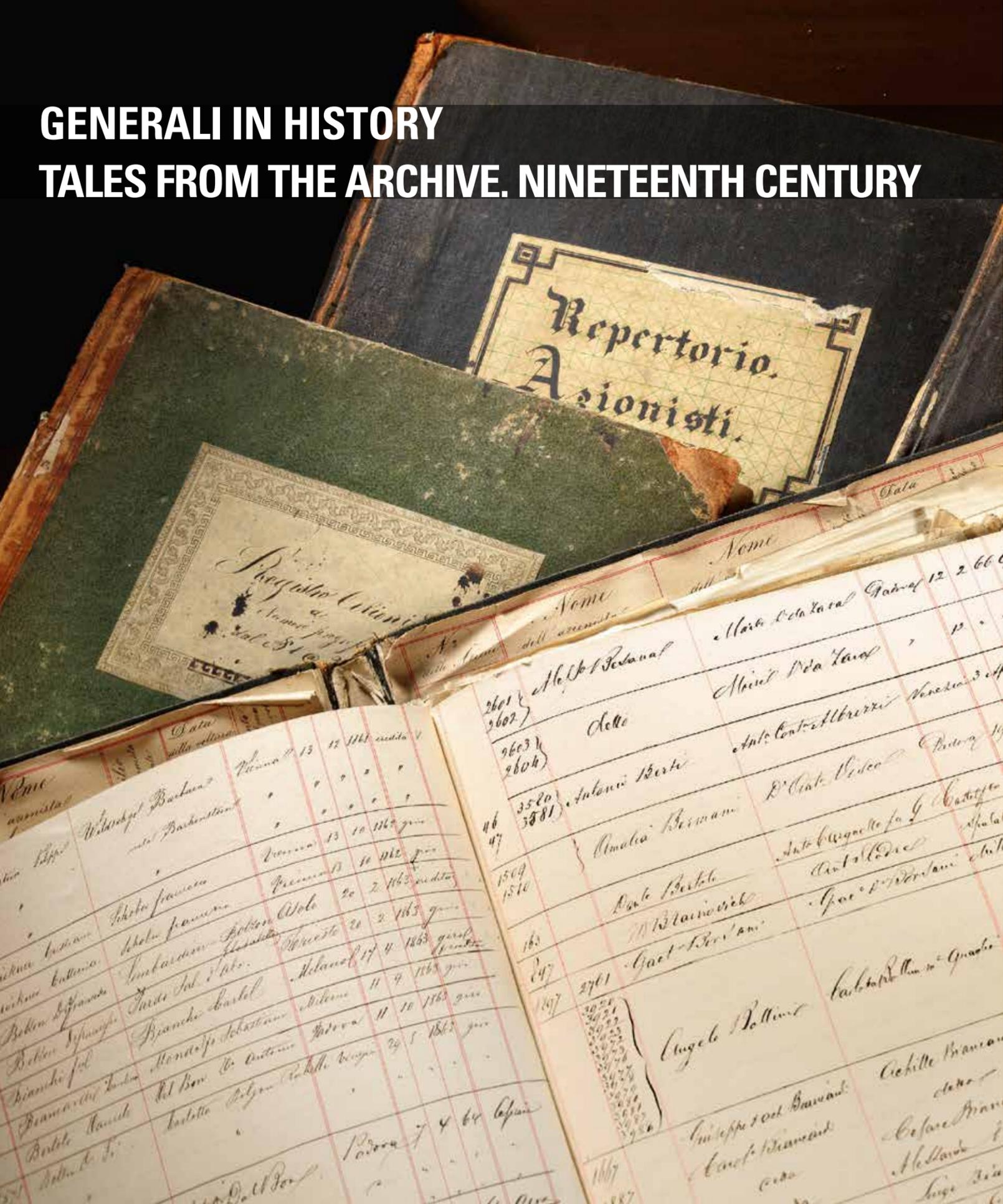
The idea for the publication grew out of the desire to promote the valuable documentary heritage in the Historical Archive of Assicurazioni Generali, an archive that has made it possible to reconstruct the development of this great insurance company, international since its origins, and tell the story of two centuries of Italian and world history.

The organization of the volumes, one dedicated to the nineteenth century, the other to the twentieth, is based on document and people close-ups, focused on particular company events and figures, using the most important documents preserved in the company Archive. General historical profiles and a time-line of bite-size summaries of epoch-making events help to situate the close-ups within their economic and political context.

The volumes are richly illustrated and include special essays on such themes as the evolution of the company logo and advertising, as well as an overall index of all of the executive posts for the first 150 years of Generali's history, from 1831 to 1982. They will be of interest to specialists as well as general readers curious and passionate about history, economics, politics and culture.

# GENERALI IN HISTORY

## TALES FROM THE ARCHIVE. NINETEENTH CENTURY



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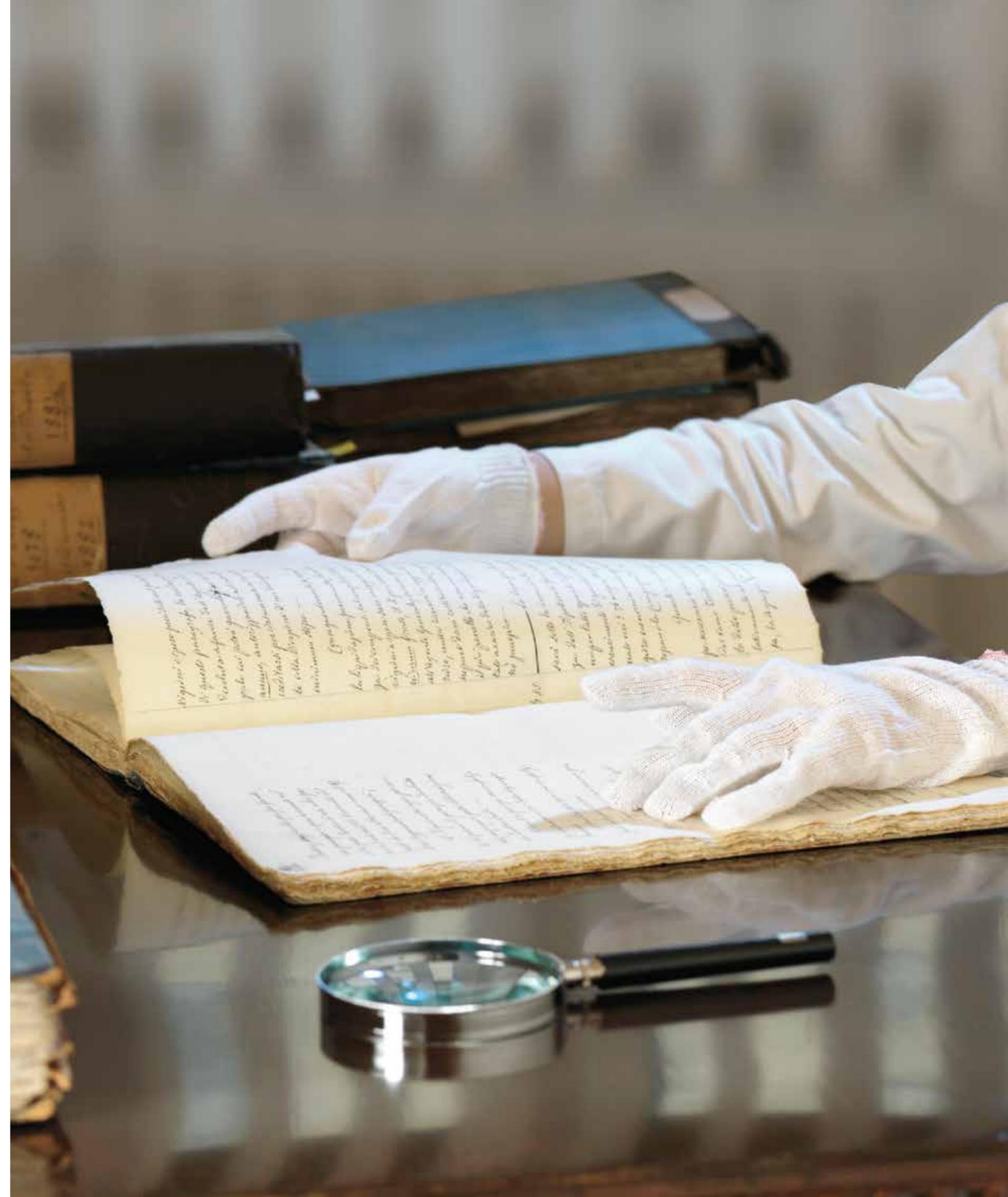
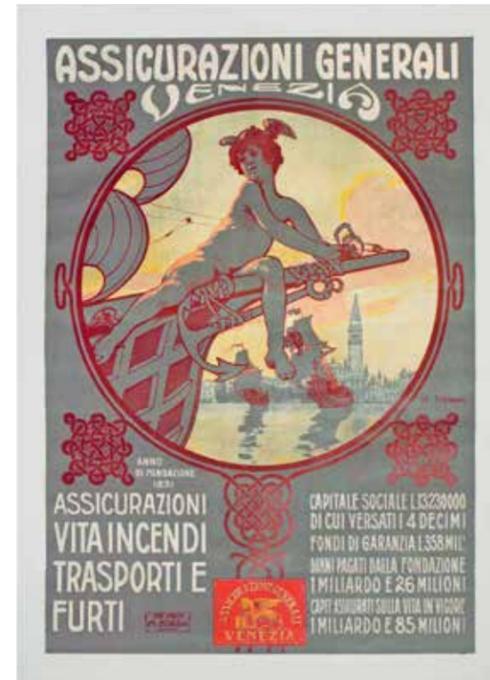
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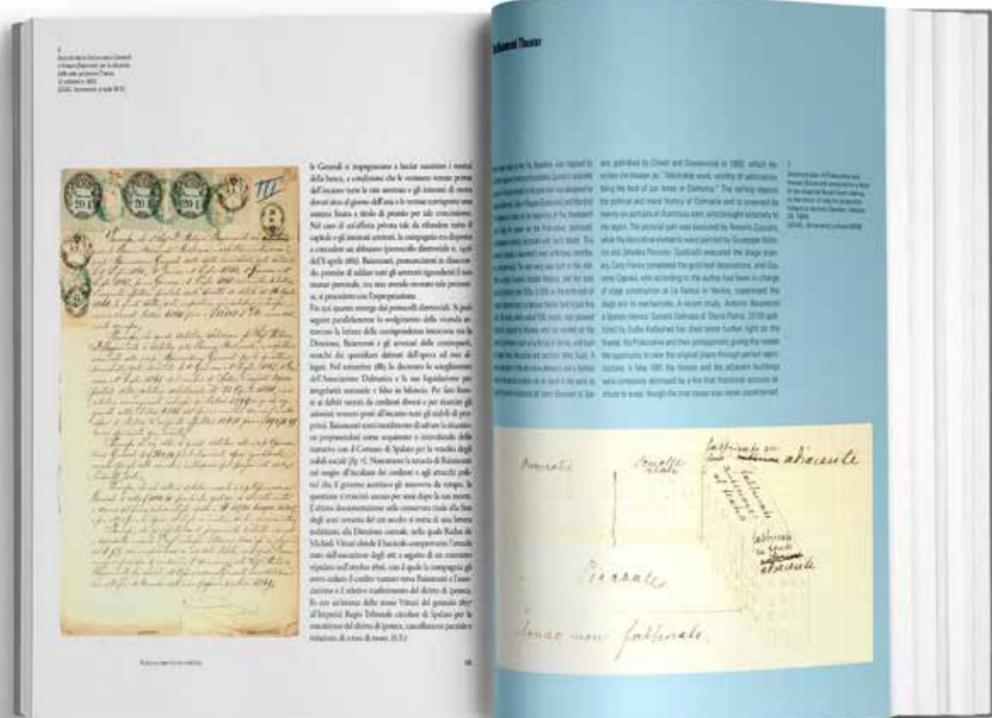
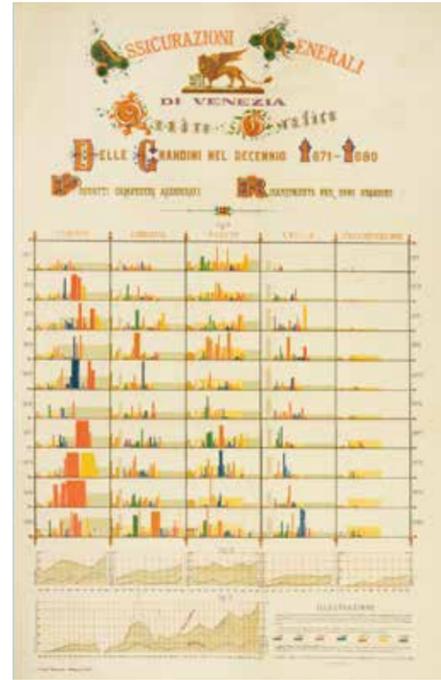
# ESSAYS

Specific essays are devoted to the history of Generali and the evolution of its logo: from the two-headed Hapsburg eagle granted as a privilege in 1833 to the lion adopted following the uprisings of 1848, and the first forms of communication and advertising used over time, the communicative strategies adopted to promote insurance products, the company's activities and above all its founding values, with the increasing emphasis on the communication sector and its archive, officially recognized as a cultural asset.



# DOCUMENTS

The close-ups devoted to the nineteenth and twentieth centuries relate stories and characters of Generali through previously unpublished documents, selected for their contents and aesthetic appeal, such as the destruction of La Fenice theater by fire, the hiring of Franz Kafka, but also stories of staff members during two world wars and the interesting technical and statistical advances underlying insurance against hail damage. Special insights are highlighted by a change of page color.



AGENZIA PRINCIPALE DI ROMA

POLIZZA N° 56867

**ASSICURAZIONI GENERALI DI VENEZIA**

SOCIETÀ ANONIMA ISTITUITA NEL 1831  
 CAPITALE SOCIALE INTERAMENTE VERSATO L. 13.230.000

*Incendi - Vita - Trasporti - Furti*

POLIZZA DI ASSICURAZIONE CONTRO I DANNI DELL' INCENDIO

DITTA ASSICURATA

SPETT. ASSICURAZIONI GENERALI DI VENEZIA  
 Direzione Speciale Ramo Trasporti

IN ROMA

PRINCIPALI PALAZZI DELLA COMPAGNIA

# PEOPLE

The lives and activities of the men central to the Company are rendered with scholarly accuracy based on sources preserved in the major Italian archives. These are figures who played a prominent role in the Generali's economic-insurance development, such as Masino Levi, Marco Besso and Edgardo Morpurgo, but also in the scientific and public sphere, such as Bruno De Finetti and Cesare Merzagora. An updated bibliography for each figure provides an overview of the most significant historiographical contributions.



# HISTORY

The historical setting as a backdrop to corporate events is depicted in the close-ups relating to the various periods, enriched by brief informative accounts illustrating political and military events, scientific discoveries and geographical expeditions, significant cultural works and memorable sporting achievements.



# INDEXES



The books are accompanied by a comprehensive index of all the managerial posts from 1831 to 1981, arranged alphabetically and chronologically, and easy to consult. Accurate work on the sources has made it possible to produce an important instrument, certainly useful to contextualize names and positions, but also to understand the company's organizational development, which has grown increasingly complex with its success on international markets.

# Generali in History

Tales from the Archive | Twentieth Century

