

PRYSMIAN GROUP SPONSORS ITALIAN ARTIST, TWO INSTALLATIONS AT CINCINNATI'S BLINK® FESTIVAL

Highland Heights, Ky., October 6, 2022 – Prysmian Group, the world leader in the energy and telecom cable industry, is proud to announce its Beacon level sponsorship of Cincinnati's 2022 BLINK®, illuminated by ArtsWave, the nation's largest light, art and projection mapping experience running October 13-16.

Spanning more than 30 city blocks from downtown Cincinnati through Northern Kentucky, this year's event will feature music, lighted displays, projections, murals, art installations and more.

Prysmian is sponsoring Italian artist, Alessio Cassaro of Antaless Visual Design, and will help illuminate two iconic installation locations: Cincinnati's landmark Memorial Hall in Over the Rhine and the Mother of God Church in Covington, Ky.

"Prysmian resonates with the themes of BLINK: of connectivity and community. As a company, we are focused on bringing energy and data to people around the globe with our innovative wire and cable solutions, but beyond that, we are proud to be a part of our local Cincinnati community," said Andrea Pirondini, CEO of Prysmian Group North America.

Illuminating Cincinnati as "Future City," Prysmian aligns with BLINK's themes of positive change and lasting impact. Prysmian is committed to investing not only in cable infrastructure but also in a future that will change the world.

"At Prysmian, we are constantly looking at where we began and projecting into the future: how can we create a sustainable world and a future built to last?" said Pirondini. "Our partnership with Alessio is similar in that respect: as he examines the architecture and the past within his work, he also uses a futuristic lens to reveal what could be through his unique projection mapping experiences."

Inspired by the history and identity of spaces and places, Cassaro uses projection mapping to weave narratives that reveal messages hidden beneath the modernity of installation locations. Specializing in architectural mapping, Cassaro has rewritten the geometries and volumes of some of the world's architectural heritage and has painted imaginative worlds for multimedia shows, concerts, festivals, theatrical performances, commercial and institutional events.

"I am proud to have Prysmian Group help bring my art to life for BLINK," said Alessio Cassaro, CEO of Antaless Visual Design. "As an Italian artist, it was a special connection to learn Prysmian, a leading Italian company, has its North American headquarters in Cincinnati. This shows Cincinnati is not just a future city, like the BLINK theme, but it also has strong global ties."

The BLINK festival in Cincinnati is live for the first time since 2019 and features 24 large-scale projection mappings, 17 new murals by national and international artists, interactive light sculptures and diverse entertainment.

"Sponsors like Prysmian are the reasons we can put on this large scale, immersive public light and art experience for everyone," said Justin Brookhart, Executive Director of BLINK. "We are excited to illuminate these two locations with their support and we look forward to seeing Alessio's projections as a part of this year's BLINK experience."

Learn more about BLINK and Antaless Visual Design at <https://www.blinkcincinnati.com/art-and-artists/antaless-visual-design>.

Prysmian Group North America

Prysmian Group is the world leader in the design, manufacture and sales of wire and cable products. Based in Highland Heights, Ky., Prysmian Group North America operations include 28 manufacturing facilities, 8 distribution centers, 6 R&D centers, and more than 5,800 employees with net sales of over \$4 billion. From wire and cable products and solutions for the transmission and distribution of low, medium, high and extra-high voltage systems, to a cutting-edge offering of optical fiber and copper cables and connectivity systems for voice, video and data transmission, the Group serves the most comprehensive range of markets including power transmission and distribution, telecommunications, construction and infrastructure, energy projects and specialty industries for countless applications in the United States and Canada. Prysmian Group is a public company, listed on the Italian Stock Exchange in the FTSE MIB index. Additional information is available at na.prysmiangroup.com.



About BLINK

Last experienced by over 1.3M people in 2019, BLINK, Illuminated by ArtsWave, welcomes all to Cincinnati, Ohio October 13-16, 2022. The four-day, 30 city block, outdoor art experience is sure to be unforgettable, uniting street art, projection mapping and light-based installations.

Not only does the event speak to the dynamic evolution of the Cincinnati art community, it calls upon the city's deep roots in supporting the arts. BLINK is illuminated by ArtsWave, the first and largest community campaign in the nation and the primary way that Cincinnati funds its arts. When tens of thousands of people and hundreds of companies give to ArtsWave, they support 150 cultural organizations and projects each year like BLINK that make our region vibrant. Donations to BLINK and other arts projects and organizations can be made at artswave.org/give.

BLINK is produced and curated by its Executive Partners - the Cincinnati USA Regional Chamber, AGAR, and the Haile Foundation, and produced in conjunction with its Partners ArtWorks, Cincy Nice, and ish - to provide opportunities for regional artists and bring in global creators all in the pursuit of a stronger community.

Media Relations

Anna Wright
Vice President of Marketing & Communications NA
anna.wright@prysmiangroup.com

Lauren Kane
External Communications Manager
lauren.kane@prysmiangroup.com