

THE COMPANY

Founded in 1989, GEBART has attained high levels of professionalism in organising and running reception and hospitality services within museums and archaeological areas, thus contributing to promoting our artistic heritage in the context of the ever-greater integration of public and private bodies in promoting cultural projects.

Using client- and market-oriented analysis tools, Gebart has made visitors the focus of its activities.

The aim is to render a visit to the museum more complete and gratifying:

- Ease of access to the services
- Constant monitoring and evaluation of service offered
- Innovative management strategies

Gebart is highly specialised in the following sectors: publishing, commercial, production of art gifts, education, audioguides, ticketing, hosting, communications, cultural events marketing and organisation.

The official agent for the Soprintendenza Speciale per il Polo Museale Romano for the management of reception and hospitality services in the following museums: *Galleria Borghese, Galleria Nazionale di Arte Antica di Palazzo Barberini, Galleria Spada, Galleria Corsini, Museo Nazionale del Palazzo di Venezia, Museo Nazionale degli Strumenti Musicali e Museo Aperto del Tridente*, since December 2004 Gebart has also been responsible for the reception and hospitality services at the *Palazzo Ducale di Urbino* and *Rocca Demaniale di Gradara*.

Gebart's museum circuit is one of the main museum groups on the Italian cultural scene, both in terms of artistic relevance as well as for its capacity to attract large visitor flows.