

GO! BORDERLESS
GO2025.EU



Gorizia-Nova Gorica:
from **border** to **common end**

LASCIAPASSARE STRAORDINARIO
IZREDNA PROPUSTNICA
VANREDNA PROPUSNICA

rilasciato ai sensi dell'art. 15 dell'Accordo di Udine del 20-8-1955
izdanec v smislu čl. 15 točke 3 Sporazuma o Udinah iz dne 20-8-1955
izdata prema čl. 15 točke 3 Sporazuma u Uđinama od 20-8-1955

2025



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Two images dedicated to the place that symbolises the Gorizia of yesteryear and today: **Transalpina Square-Piazza della Transalpina-Trg Evrope**.

The first photo, from **1947**, was taken after the territory of Gorizia had been partitioned between Italy and Yugoslavia following the Treaty of Paris. The policed border crossed the square, leaving Montesanto Station as it was known then, to Yugoslavia.

Fondo Gaetano Lazzaro,
ERPAC - Fototeca dei Musei Provinciali di Gorizia



In the second photo from **2008**, the square after the "Gorizia Wall" was taken down on **28 April 2004**.

The border fell with Slovenia's entry into the European Union, making this the only square in Europe shared by two states. Montesanto Station today is the Železniška Postaja Nova Gorica-Railway Station in Nova Gorica.

yesterday
today



“Today the world urgently needs to rediscover that the word “confine” (border) derives from ‘cum’, which means ‘together’, and Gorizia teaches that this is possible.”

Giulio Maria Chiodi

Brovedani meets the “spirit of Gorizia”

In 2025 Friuli Venezia Giulia will be hosting a momentous event: **Nova Gorica-Gorizia** is to become a **European Capital of Culture**, under the motto **GO! 2025**. It is the first cross-border European Capital of Culture, two neighbouring cities of two countries (Italy and Slovenia) are being presented “together”, thus overcoming the divisions caused by the dramatic events of the 20th century. The border (*cum finis*), the line where two places end together and that yesterday separated, today becomes a “common end”, the physical and symbolic heart of a shared project. This exceptional initiative bears a message of brotherhood, dialogue and cooperation between peoples and countries, and takes on great significance at a historic moment in time marked by rising walls and confrontations in Europe and the world.

For Brovedani, celebrating GO! 2025 therefore means recognising the universal value of the project with its practical implications:

- The opportunity to consolidate Friuli Venezia Giulia's international vocation as a strategic location in Europe, to the benefit of its social, cultural and economic system.
- The commitment shared by Gorizia and Nova Gorica to undertake together the path of change that needs to be travelled, with positive synergies, including by businesses.

On the cover.
The plaque at the centre of Transalpina Square, commemorating the border that rose here between 1947 and 2004, and boundary stone number 57/15. The plaque is placed at the centre of a commemorative mosaic.



The desire to spread and nurture the “spirit of Gorizia” that inspired **Benito Zolia**, who died in 2023, the father of the new Brovedani but before that, a native of Gorizia who loved his Central European city open to the world.



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A calendar dedicated to the first cross-border European Capital of Culture

Since 1985, the European Union every year has designated one or more European Capitals of Culture, selected from a number of candidates. Two Capitals are usually chosen and these have the opportunity to showcase their cultural life and mission to an international audience. Four Capitals in the past have represented Italy: Florence (1986), Bologna (2000), Genoa (2004) and Matera (2019).

The protagonists of 2025 are **Chemnitz** for Germany and **Nova Gorica** for Slovenia, which strongly desired a joint candidacy with its neighbour Gorizia: **thus Nova Gorica-Gorizia became the first cross-border European Capital of Culture, shared between two states**. This project goes beyond the event to give rise to the prospect of a **unique, united border city**, modelled within **three strategic areas** defined in the Bid Book GO! 2025 submitted for the candidacy.

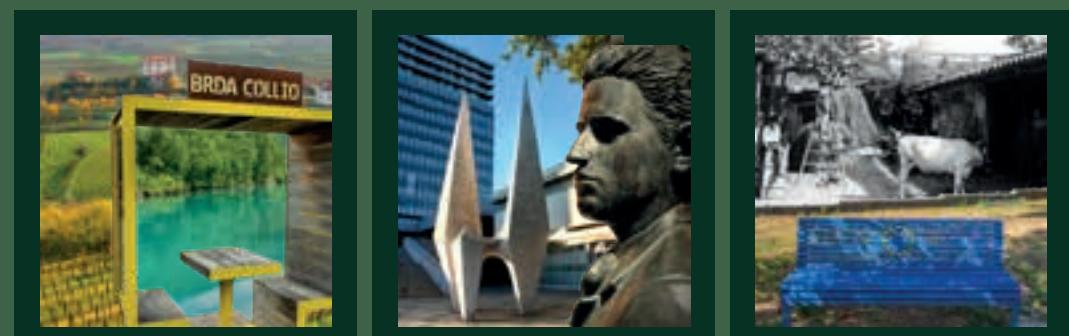
The first nine months in the calendar take us through the three GO! 2025 action areas, finding continuous parallels with Brovedani's corporate culture. The last three bring us closer to the spirit that Benito Zollia brought to Brovedani from his native Gorizia.

The graphics suggestively blend yesteryear with the present day and Gorizia with Nova Gorica, creating imaginary and symbolic borderless spaces.



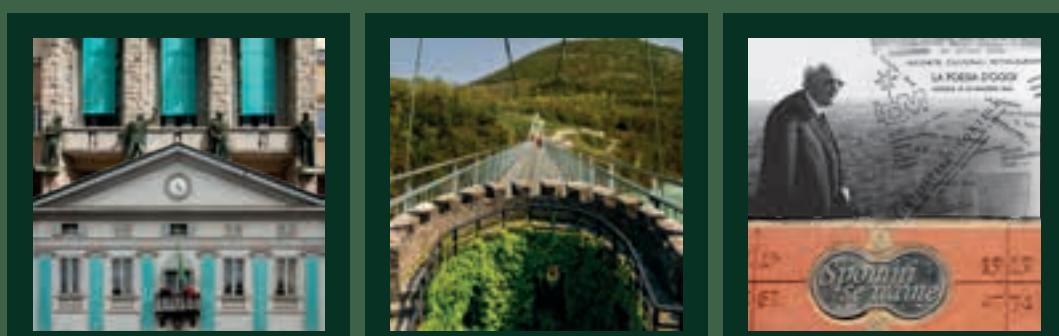
01|25 - 02|25 - 03|25

A **cross-border European city**, with the feel and potential of an osmotic border.



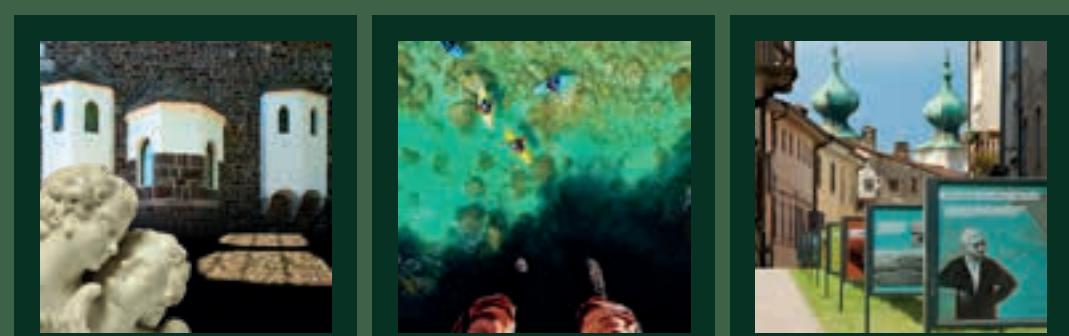
04|25 - 05|25 - 06|25

A **green and vibrant city**, with a high quality of life and spaces for young people and their ideas.



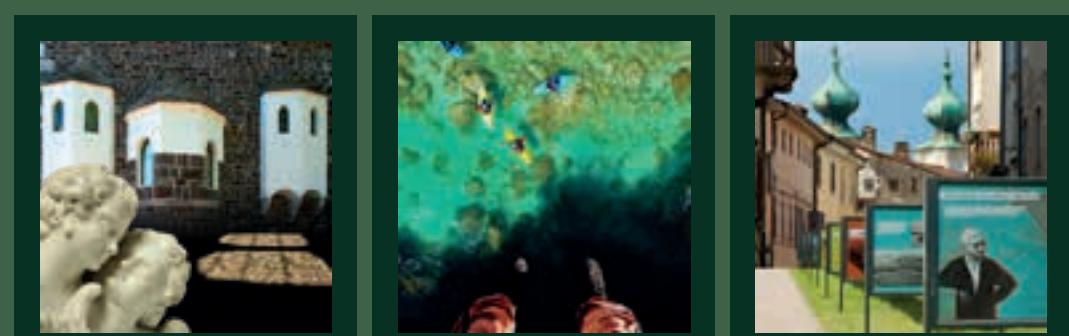
07|25 - 08|25 - 09|25

An **innovative city** with a creative and entrepreneurial mindset, committed to valuing and updating its unique shared heritage.



10|25 - 11|25 - 12|25

The **city of Benito Zollia**, with solid Central European civilisation roots, open to challenges and able with foresight to capture the signs of the future.





A united and unique European border City

Gorizia-Nova Gorica is located in the heart of the historic Goriziano area, a vast territory now distributed between Italy and Slovenia, but for almost ten centuries undivided before being cut into two in 1947 following the Treaty of Paris. The centre of Gorizia was left to Italy while some suburbs passed to Yugoslavia, where next to the border Nova Gorica, Europe's youngest city, was to rise in 1948. The "wound" between two opposing political systems however would soon be healed by the spirit of a city accustomed for a thousand years to the co-existence of peoples, languages and cultures. As early as the 1960s, the "Gorizia Wall" in fact did begin to fall, following a course that saw the dissolution of Yugoslavia, the establishment of Slovenia and its entry into the EU, paving the way to Nova Gorica-Gorizia European Capital of Culture 2025. Today this **border city, the only one in Europe with a square shared by two states** teaches how a dividing line can become a vital membrane of generation and rebirth when the cultural prerequisites for dialogue with the other and with other places exist.

 Brovedani, in its industrial dimension, has also always operated – and continues to operate – on the "edge of technological change". This means accepting fractures and conflicts, but at the same time training oneself to seize opportunities that come from beyond, that bring or inspire innovative ideas essential to overcoming crises and rifts, in order to identify new horizons of growth and potential development.

 VALICO DI CASA ROSSA

january 2025

Nova Gorica and Gorizia from the ridge of Mount Sabotino-Sabotin. Formerly a disputed summit in World War I, today a Peace Park traversed by an itinerary that criss-crosses between Italy and Slovenia, touching on the ruins of the old St. Valentine's Chapel.

1	W	T	F	S	S	2	M	T	W	F	S	S	3	M	T	W	T	F	S	S	4	M	T	W	T	F	S	S	5	M	T	W	T	F
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				



“No city could (...) boast as Gorizia did for several centuries a population composed of Germans, Italians (Friulans) and Slovenes thereby representing the three great European peoples, the Germanic, the Romance and the Slavic (...).”

Hans Kitzmüller

february 2025

Gorizia-Nova Gorica is not “only” a border city, more importantly it is an extraordinary test bed of co-existence, at the **only point on the Old Continent where for a thousand years the three great Peoples of Europe, the Latin, Slavic and Germanic, have converged**. Here the time factor, especially under the patronage of the County of Gorizia, ensured that this was not an extemporaneous contact but a prolonged and profound exchange that shaped an environment where mentalities and cultures intermingled through the mediation of four languages: Italian, Slovenian, German and Friulian. This place formed the heart of Central Europe and today is preparing to become the Cultural Capital of Europe, fulfilling a destiny for a city whose DNA has enabled it to overcome the divisions and traumas of the Cold War.



Brovedani, located an hour from Gorizia in Friuli Venezia Giulia, has benefitted from this environment by beginning to expand commercially and industrially into the neighbouring areas of Central Europe. From its initial business with Yugoslavia to its decades-long relations with major German industry, to the opening of a site in Slovakia. Against this European backdrop, Brovedani has become an intercontinental Group, whose approach values the exchange of viewpoints and experiences not only in regard to technical matters but is open to welcoming different aspirations and sensitivities hailing from a varied cultural humus.

Above: Transalpina Railway Station in an early 20th-century trilingual postcard. Below: the datestone on the Ungrispach family home attesting in Gothic Latin to its construction in 1441. The double-headed eagle of Austria-Hungary on the castle gate. The plaque in Slovenian affixed to the first building in Nova Gorica (1948). In the background a headstone at the Jewish cemetery in Valdriose-Rožna Dolina. Signs of Gorizia’s diversity.



5	S	S	6	M	T	W	T	F	S	S	7	M	T	W	T	F	S	S	8	M	T	W	T	F	S	S	9	M	T	W	T	F
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28					



“(Friuli Venezia Giulia) harbours great surprises without having to travel interminably: here in half an hour you pass through different worlds.”

Bruno Pizzul



A strategic major transit hub City

The crucial location of Gorizia-Nova Gorica has for over two thousand years made its territory a crossroads between distant worlds, brought closer here by **a density of cultural landscapes unparalleled in Europe**. Gorizia is the successor to nearby Aquileia, a UNESCO world heritage site, Roman metropolis and crossroads between the West and the Danubian Limes, between the Baltic and the Mediterranean, with connections to Alexandria of Egypt from where it imported Christianity, forming the centre from which it spread.

The neighbouring Vipava Valley was the “highway of barbarian migrations” that changed the destiny of the Old Continent. The Transalpina Railway passes through here on its way from Trieste to Jesenice. A feat of engineering, it is the shortest and most spectacular rail route between the Adriatic and Central Europe.

In order to consolidate this vocation, GO! 2025 is now launching new strategic connections: the Venice-Gorizia railway line integrated with the Trieste Airport intermodal hub, and the Gorizia-Nova Gorica International Urban Line.

Gorica
v bodočnosti



For Brovedani too, the key word is “connection”: through collaborations with strategic clients, in co-design and industrialization; through initiatives involving suppliers and partners within clusters; through cultivating stable relations with universities and schools; and inspiring and promoting networking projects: from the Ponterosso Tagliamento Local Economic Development Consortium to LEF-Lean Experience Factory, the world’s largest lean and digital experiential training centre.

Gorizia
nell'avvenire

Görz
in der Zukunft

march 2025

9	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M													
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Piazza Grande in “Gorizia in the future” on a 1908 postcard, the last glimpse of “Austrian Nice”. Two years earlier the 144-kilometre long Jesenice-Trieste Transalpina Railway, a strategic hinge between the Adriatic and Vienna had been opened, with the world’s largest single-arch stone railway bridge spanning the Soča/Isonzo river at Solkan-Salcano, just outside Gorizia.





A green, inclusive and human-scale City

Gorizia and Nova Gorica are united by greenery. First and foremost, the green of the **Isonzo**, for many **Europe's most beautiful river**. **Soča** in Slovenian, **Sontig** in German, **Lusinç** in Friulian, the Isonzo is the "river of Peoples", a liquid ribbon that does not separate the two cities but merges them along its course, at the Solkan-Salcano cross-border bridge. Then there are the many green parks that cloak Gorizia and Nova Gorica: some of inestimable historic value, such as those of Palazzo Coronini-Cronberg and Villa Lasciac; other botanical treasure troves such as the Giardino Viatori; as well as others of exceptional size, such as the Panovec-Panovizza Park, which with its 380 hectares surpasses Central Park in New York. Greenery is also a valuable tourist and social resource, the connective tissue that ignores borders, the osmotic membrane that brings reciprocal respite to the two cities, bringing people together and embracing man with its "natural happiness".



The environment – in its broader ecological-economic-social dimension – has always been at the heart of Brovedani, which seeks to both minimise the external impact of its industrial activity and increase quality of life in the workplace, with a growing focus on the well-being of workers, as evidenced by the Welfare Champion awards obtained by the Group. With this in mind, since 2024 Brovedani has undertaken ESG (Environmental, Social, Governance) policy in order to resolve existing critical issues and further improve its corporate ecosystem.

april 2025

A composition that blends two palettes of Gorizia's nature, with a play on a panoramic bench located on the nearby Collio-Brda, portrayed here in autumn livery. Framed within this inclusive and contemplative setting, springtime with the emerald green of the Isonzo-Soča river, just a few metres from the river border between Gorizia and Solkan-Salcano.



14	T	W	T	F	S	S	15	M	T	W	T	F	S	S	16	M	T	W	T	F	S	S	17	M	T	W	T	F	S	S	18	M	T	W
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“The spirit of Gorizia, in short, is not the retro nostalgia of lost atmospheres, but the electric shock that can reawaken the slumbering heart of a tired Europe.”

Lucia Bellaspiga

A City open to the vision and verve of young people

In the *Sole 24 ore* 2024 ranking, **Gorizia is the Italian city with the best quality of life for under-35s**. Despite demographic decline, from 2019 to 2023 there was an increase of 2.3% in this segment of the population. Affordable costs, work opportunities, an ideal sports and leisure environment, cultural initiatives, and rapid connections to Trieste, Venice and Ljubljana attract young people to settle here. A city on a human scale with metropolitan-standard services, including parts of the campuses of the Universities of Udine and Trieste and the University of Nova Gorica. In this climate, GO! 2025 will form a construction site for workshops and start-ups; a seedbed of ideas that will inspire visions of the future, in the footsteps of the **“fabulous young” Gorizia natives of the past**, such as Carlo Michelstaedter, an early protagonist of 20th-century European thinking, or the Rusjan brothers, aviation pioneers.



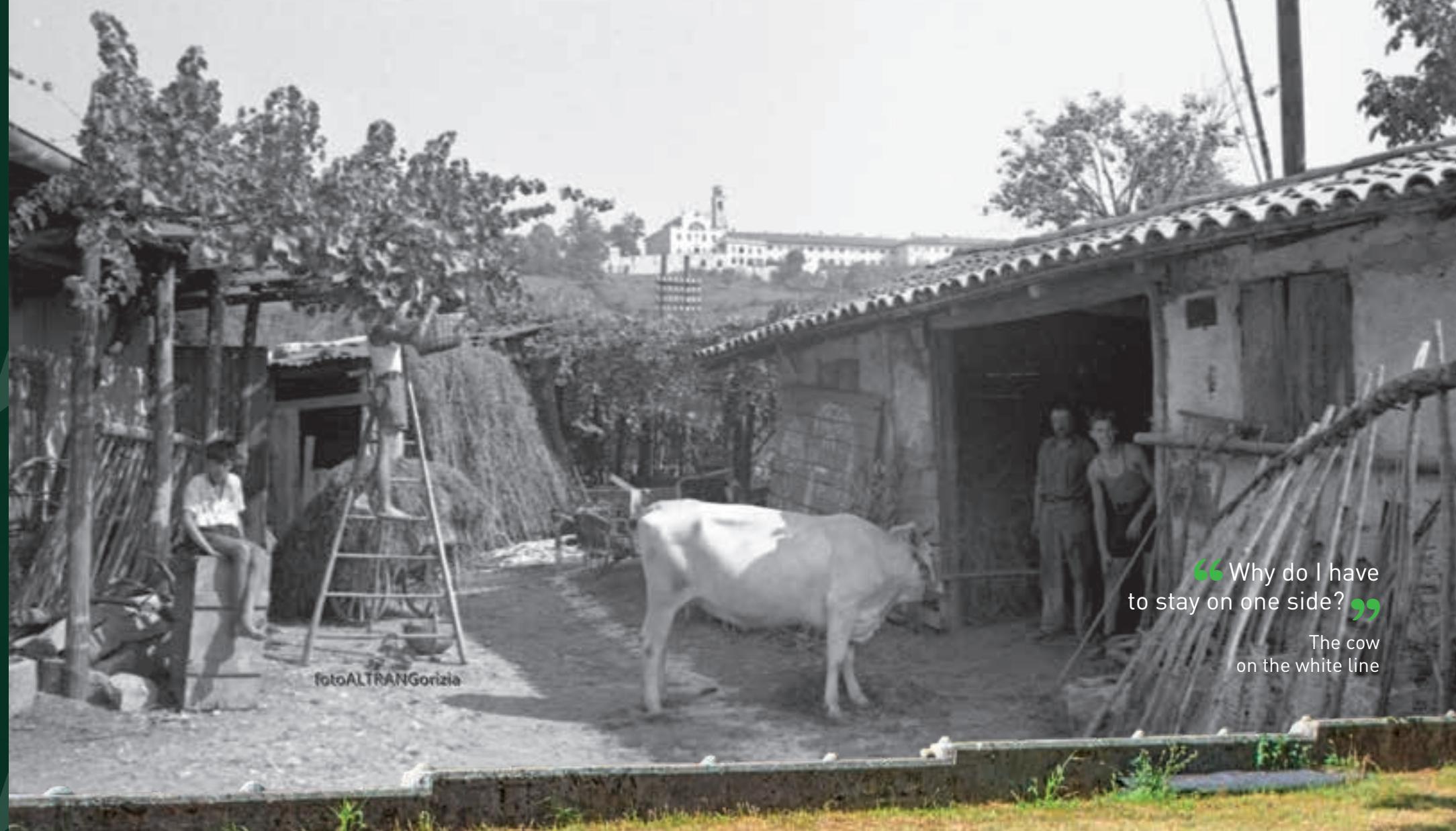
Attracting and nurturing young people, as a proposition and in practice, is a primary mission of Brovedani's corporate culture, particularly through a continuous exchange of knowledge and experience with the university world, as evidenced by the dozens of work placements (with 85 theses on Brovedani completed from 1987 to the present day) hosted in the various offices of the Group, many of which have turned into stable working relations. Guided by the awareness that inter-generational dialogue and generational turnover are decisive factors for the continuity and innovative development of the Company.

may 2025

18	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S													
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Against the backdrop of the Eda Center in Nova Gorica, the monument to the brothers Edvard and Josip Rusjan, two of Europe's aviation pioneers, with the flight of Eda 1 to Gorizia in 1909. In the foreground, ideally relocated from via Rastello in Gorizia, the statue of Carlo Michelstaedter, poet, painter and philosopher from Gorizia who committed suicide at the age of just 23 in 1910, yet was able to leave his mark on 20th-century thinking.





A City with a new centre arising from the “grey area” on the border

The GO! 2025 wager focuses on the historic “grey area” of Gorizia-Nova Gorica: the areas along the border that increasingly become devitalized the closer they get to the dividing “white line”. Indeed, during the Cold War, these were extreme, opposing fringes of political and ideological systems: one gravitating towards Rome and NATO, the other towards Belgrade and the socialist East. Today with GO! 2025, the vision of Gorizia-Nova Gorica as a “united and unique city” is unveiled, and the outskirts aspire to become the centre of a cross-border conurbation. This is a **revolutionary urban-cultural-social-economic project centring on the cross-border Transalpina-Trg Evrope Square**. Around this remodelled area, amenities such as the EPIC Museum and Super8 will be built, both intended as a way of sharing memory and fostering forms borderless socialisation.



After the Covid experience, which divided up the workplace, the geography of corporate relationships needs to be redesigned, eliminating the boundaries between departments and people. This is why today the Brovedani Group is committed to rebuilding the community, including through social initiatives such as company dinners and Open Days. Hence the production facility doors are opened up to employees and their families, with the aim of bringing centrality and value back to Brovedani People, through the creation of shared spaces and opportunities for them to get to know each other better and exchange views.

june 2025

Above, an historic image from 1947 with the famous “undecided cow” between Italy and Yugoslavia: the white line where the “Gorizia Wall” was to pass had just been drawn by the Allies.
fotoALTRANGorizia – vietata la riproduzione

Below, a bench without a border near the kerb, left in remembrance of the “Gorizia Wall” at Transalpina-Trg Evrope Square.



22	23	M	T	W	T	F	S	S	24	M	T	W	T	F	S	S	25	M	T	W	T	F	S	S	26	M			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30



“Here we need to open up the possibility of talking to each other.”

Joško Štrukelj,
Mayor of Nova Gorica
in the 1960s

A City that encourages collaboration across borders and sectors

GO! 2025 provides a unique opportunity to expand the “mental geographies” of this territory and for the local populations to reclaim the multiculturalism that for centuries was the lifeblood of the County of Gorizia. The commitment is to overcome the wall erected in 1947, but which in the 1960s was already beginning to “crumble”, thanks to the **willingness of the administrations of Gorizia and Nova Gorica to cooperate, against the diktats of “big politics”**.

To make progress in this direction, the intention is to work in two areas:

- reward cooperation between Italian and Slovenian teams, also with a view to overcoming language barriers and encouraging bilingualism;
- support cross-sectoral projects, not only specialist ones, in particular in the area where culture, art, creativity and digital technology intersect.



Brovedani’s corporate culture echoes the spirit of GO! 2025. A borderless working atmosphere and design autonomy in plants abroad have enabled proactive dialogue between the various units in Italy, Slovakia and Mexico to be consolidated.

Moreover, recent developments in mechanics have led Brovedani to combine specialization with cross-sectoral operability, which embraces hybrid areas such as mechatronics and is oriented by a growing “digital awareness” that permeates production and corporate organisation.

july 2025

27	T	W	T	F	S	S	28	M	T	W	F	S	S	29	M	T	W	T	F	S	S	30	M	T	W	T	F	S	S	31
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

An evocative photographic composition of the façades of the two City Halls. Below, the 18th-century contours of the Palazzo Attems Santa Croce in Gorizia. Above, the Občinska palača in Nova Gorica, built between 1948 and 1955, featuring monumental statues celebrating the partisan and revolutionary struggles.





“GO! 2025 is a springboard towards a cross-border conurbation, a green, vital, sustainable, city, open to Europe and the world, dynamic and entrepreneurial.”

Bid Book GO! 2025

A City focussed on shared, sustainable culture and creativity

Culture and creativity are the two foundational and interconnected ingredients of GO! 2025. They form a solid “**springboard**” to build the “**borderless**” Gorizia-Nova Gorica of tomorrow. The energy going into GO! 2025 must circulate throughout the territory, with zero-impact and zero-waste events shared by the inhabitants of the two cities and municipalities included in the project, mobilizing the potential inherent in the local places, languages and cultures.

Confident that GO! 2025 will have major repercussions on tourism and the agri-food industry, priority will be given to activities carried out in an environmentally-friendly way, that are sustainable over time and aimed at harmonic, networked development of the community. History teaches us that the experience of being a European Capital of Culture has positive and lasting effects only when it is not reduced to “throw-away” tourism but becomes a real opportunity to cultivate and recreate the *genius loci*.



The philosophy of GO! 2025 is reflected in the corporate culture advocated and implemented by Brovedani. It is found, for example, in its commitment to valuing the work community or in its attitude towards operational efficiency, in a lean logic of waste reduction and elimination. This “sustainable creativity” approach is indispensable when dealing with orders that require long-term investment and reasonable confidence in the near and distant future.

august 2025

31	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S						
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The ultra-modern Solkan-Salcano bridge, a symbolic crossing of the cross-border cycle and pedestrian pathway, ideally projected through a photo composition from a bulwark of Gorizia Castle: from yesteryear’s defence works to today’s connecting works on the way to the “borderless” Gorizia-Nova Gorica of tomorrow.





A City that values its history and borderless culture

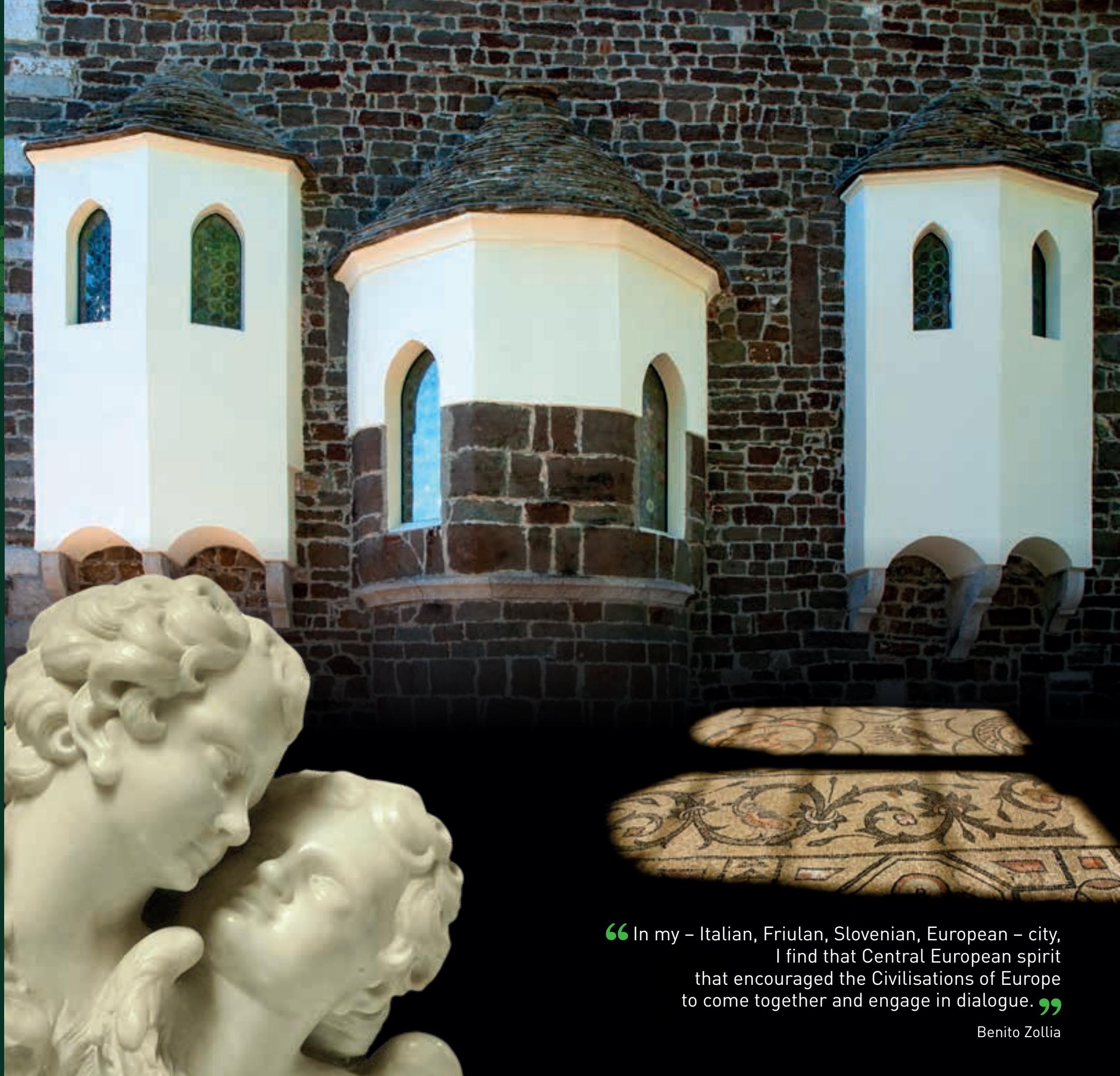
The dedication by the poet Giuseppe Ungaretti to Gorizia is set in the context of those Central European Cultural Encounters which, from 1966 onwards, courageously brought intellectuals from countries on both sides of the "Iron Curtain" to the city, helping to overcome political barriers and creating the preconditions for Nova Gorica-Gorizia European Capital of Culture 2025, as the writer Claudio Magris recently wrote. GO! 2025 today offers the two cities and the cross-border Goriziano area an opportunity to **rediscover their recent and distant past, and recover an undivided and shared memory**; to enhance and showcase to the world a rich and centuries-old cultural and artistic heritage, removing it from ideological and nationalistic separations; to reinterpret and remember in a spirit of brotherhood the twentieth century which, from the First World War to the Cold War, pitted friendly populaces here against each other, dividing communities and families, even tearing cemeteries apart.

For the Central European Cultural Encounter in 1966, Giuseppe Ungaretti returned to the Karst, where he had fought in World War I and written the *Il porto sepolto* poems. Archivio ICM - Istituto per gli Incontri Culturali Mitteleuropei di Gorizia. At that time and until 1974, the Miren-Merna cemetery, near Gorizia, was still divided by the barbed border. In memory of this, a band remains bearing the repeated inscription "Spomni se name", "Remember me".

september 2025



36	M	T	W	T	F	S	S	37	M	T	W	T	F	S	S	38	M	T	W	T	F	S	S	39	M	T	W	T	F	S	S	40	M	T
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30					



“ In my – Italian, Friulan, Slovenian, European – city, I find that Central European spirit that encouraged the Civilisations of Europe to come together and engage in dialogue. ”

Benito Zollia

A City whose solid Central European roots have inspired civilisation

Gorizia benefits from the special climate of “Mitteleuropa” or “Central Europe”, or better still “Europe as a centre”. This expression “conveys the sense of the Central European peoples belonging to a common destiny, the need for brotherhood, for ideas and knowledge to circulate, the aspiration for elevation of the democratic model and the determination for shared planning.” (ICM – Institute for Central European Cultural Encounters) Gorizia – a crossroads between the Centre of Europe, the Mediterranean and the Balkans – reveals and blends into its urban fabric the variegated beauty of its multiple cultures, united by a common understanding of civilisation, prevalent in the understated dignity of the architecture that cancels social distances; and manifest in the respect for the rules of civilized co-existence, in the natural openness towards other people and places, and in the *gemütlich*, welcoming politeness felt in the city.



The spirit of Gorizia, the original interweaving of sentiments and values from various cultures, was “naturally” infused into Brovedani by its founder and chairman, through his thinking and the person he was. The Company thus carries within itself the legacy of the city-cum-civilisation in which the man and entrepreneur Benito Zollia was born, lived and was educated: a business mindset that is rigorous and thoughtful yet at the same time outward-looking and open to discussion, eagerly enthusiastic and curious about ideas circulating in the vast world.

october 2025

Three images that testify to how Civilisations came together to shape Gorizia: the medieval Chapel of the Holy Spirit, with its three apsidioles on the side creating a Nordic fairy-tale-like landscape. The Baroque Italian Grace of Two Cherubs in the Church of St. Ignatius. In the background, a glimpse of Early-Christian mosaic in the Basilica of nearby Aquileia: Gorizia’s mother and cultural light.



40	W	T	F	S	S	41	M	T	W	T	F	S	S	42	M	T	W	T	F	S	S	43	M	T	W	T	F	S	S	44	M	T	W	T	F
1	2	3	4	5		6	7	8	9	10	11	12		13	14	15	16	17	18	19		20	21	22	23	24	25	26	27	28	29	30	31		



“In life’s great challenges, only the team wins,
even though every moment is filled
with individual actions and responsibilities.”

Benito Zollia

A sports-loving City always open to challenges

Gorizia-Nova Gorica is located in a natural setting that inspires people to get moving: walks in nature, swimming and canoeing on the Isonzo river, cycling in the Collio and on the Karst, and mountaineering in the nearby Julian Alps. The people of Gorizia have developed a physical relationship with their land, emerging at the forefront in sports. **Champions have been born in Gorizia**, such as Paolo Vittori, one of the top Italian basketball players of all time. Olympians Paolo Vidoz in boxing and Giorgio Ursi in cycling. Footballers Tarcisio Burgnich and Dino Zoff, respectively hero of Italy-Germany 4-3 in Mexico 1970 and iconic goalkeeper of the Mundial '82-winning national team in Spain: the one led by Friuli-born Enzo Bearzot, born in Joannis, in the historic territory of the County of Gorizia.



Basketball was a “legendary” sports tradition in Gorizia and the surrounding area, spurred on by Yugoslavia’s star players, culminating in the 1960s with multiple teams in Serie A and a nursery of champions who, together, could have formed a national team. Amongst them was Benito Zollia who, before becoming an entrepreneur, had a brilliant basketball career in Gorizia, Milan and in the senior national team. This experience forged in him a sporting and team spirit that he brought to Brovedani, and which helped him to face great challenges and difficult times, as he wrote in his autobiography *Time out*: “We need to analyse together the causes of a defeat, crisis or setback. Not look for people to blame.”

november 2025

Kayaking on the Isonzo-Soča river, in the Slovenian Prealps above Gorizia-Nova Gorica, from the adrenaline-fuelled perspective of a sportsman practising paragliding.
In the background, a memory of the young Benito Zollia, basketball champion.



44	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S						
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

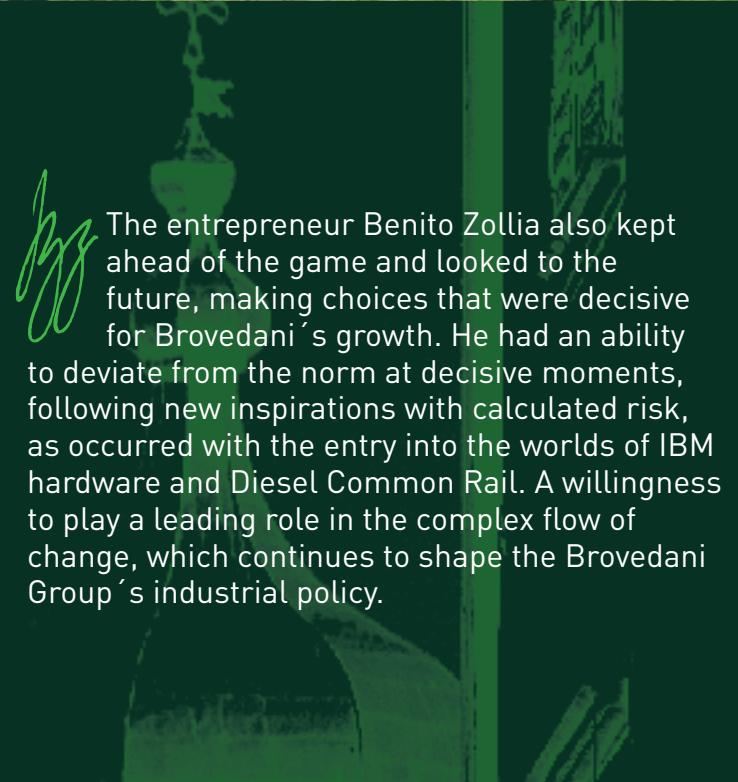


A visionary, forward-looking City

Gorizia has the ability to go above and beyond itself, as evidenced by its urban development: from its medieval town centre to Baroque expansion, through to "Austrian Nice" and the "model city" of Nova Gorica, initially envisioned by Slovene architect Edvard Ravnikar, after gaining experience alongside such masters as Jože Plečnik and Le Corbusier.

Scientists and thinkers capable of "looking beyond" were born in the city's fertile soil. Prominent amongst these is physicist Carlo Rubbia, Nobel Prize winner in 1984 with Dutchman Simon van der Meer for the discovery of the particles responsible for weak interaction.

Also forward-looking were the views of **enlightened politicians who helped to resolve the issue of the "Iron Curtain"**, such as the Mayors of Gorizia and Nova Gorica, Michele Martina and Joško Štrukelj, who as early as the 1960s created dialogue between the cities at the height of the Cold War, the forerunners of GO! 2025.



The entrepreneur Benito Zollia also kept ahead of the game and looked to the future, making choices that were decisive for Brovedani's growth. He had an ability to deviate from the norm at decisive moments, following new inspirations with calculated risk, as occurred with the entry into the worlds of IBM hardware and Diesel Common Rail. A willingness to play a leading role in the complex flow of change, which continues to shape the Brovedani Group's industrial policy.

december 2025

Against the backdrop of the medieval via Rastello and the Baroque domes of St. Ignatius in Gorizia, the exhibition located in the centre of Nova Gorica, dedicated to architect Edvard Ravnikar, the father of the city, has been transferred virtually. On a wall appears the inscription "W+ W- Z", commemorating the vector bosons, the discovery of which earned Carlo Rubbia the Nobel Prize in physics.



49	M	T	W	T	F	S	S	50	M	T	W	T	F	S	S	51	M	T	W	T	F	S	S	52	M	T	W			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31



Explore Gorizia and Nova Gorica with *MittelGO MOSAICO*: an ICM project supported by Zollia Holding



Engineer **Benito Zollia** (1936 – 2023), “father” and Chairman of Brovedani Group, cultivated a deep interest in culture, which was inextricably linked to his love for the city. For decades he was a member of **ICM-Institute for Central European Cultural Encounters**, thanks to his friendship with the Mayor of Gorizia, Michele Martina, the first president of the Institute and one of the promoters of the historic Conferences that brought intellectuals to Gorizia from both sides of the “Iron Curtain”, transcending political and ideological boundaries and paving the way for GO! 2025.

Benito Zollia actively attended several Meetings, becoming friends with personalities of the Institute, such as manager Renato Tubaro, historian Sergio Tavano, journalist Demetrio Volcic, musicologist and essayist Quirino Principe and former prefect, Roberto De Lorenzo. In 2015 he gave the lecture “Friuli Venezia Giulia: Regione speciale?” in Milan for ICM, as part of the “European Cultural Encounters” Festival, a prelude to Expo 2015 Milan.



In order to continue to cultivate this “family” terrain within the extraordinary atmosphere of Nova Gorica-Gorizia European Capital of Culture 2025, Zollia Holding is renewing its collaboration with ICM. It is doing so, in particular, through the Brovedani 2025 Calendar, providing space for the **MittelGO MOSAICO** project curated by the Institute, a physical and online exhibition through the countless landscapes and peculiarities of the **historic cross-border Goriziano area**. A journey based on places and themes, each of which reveals a fascinating viewpoint of Gorizia-Nova Gorica, a united and unique city, and its territory now extending between Italy and Slovenia, which for a thousand years was the undivided heart of the County of Gorizia.



We therefore invite you to leave the pages of this calendar to discover the treasures of **MittelGO MOSAICO**. You can do so by scanning the QR-Code here at the side or by going to <https://mittelgomosaico.kadmos.info/>

Enjoy your borderless journey.

“Perhaps today there would be no European Capital of Culture without those Central European Encounters that were established and flourished in the city in the 1960s.”

Claudio Magris

Gorizia, the green mosaic city with its historic castle, green boulevards, which earned it the appellation “Austrian Nice”, and the modern multi-coloured buildings of Nova Gorica.



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2025

CALENDARIO MULTICULTURALE

MULTIKULTÚRNY KALENDÁR

CALENDARIO MULTICULTURAL

MULTICULTURAL CALENDAR



FESTE ITALIA



SVIATKY SLOVENSKO



FESTAS MÉXICO