

MAPEI WITH PISKV FOR THE MURAL DEDICATED BY RAI TO RAFFAELLA CARRÀ

The street art work created in Rome with sustainable materials

Milan, 17 December 2024 - [Mapei](#) celebrates Raffaella Carrà. The Milanese company, leader in the production of building solutions, has contributed to the creation of a mural in homage to the Italian television icon. The work, painted by the famous street artist Francesco Persichella, known as Piskv, on the façade of the RAI building in Via Teulada, Rome, is a tribute to the queen of Italian pop and show business.

The mural, entitled *Dietro la TV (Behind the TV)*, depicts the smiling presenter, surrounded by hands representing the behind the scenes professionals - make-up artists, costume designers, technicians and directors - who contributed to making her work unique. At the bottom, a family gathered in front of the television evokes the emotional connection that Carrà was able to create with the Italian public.

This twenty-square-metre artistic work is part of a larger street art project conceived by Pierluigi Colantoni of the Creative Area of RAI's Communication Department and curated by Clelia Fasano of the Area Creativa-Nuovi Linguaggi di Comunicazione. The project, created to celebrate the 100th anniversary of radio and the 70th anniversary of television, aims to honor iconic figures who have marked the history of the Public Service, highlighting their values and role in uniting entertainment and culture. It has already led to the creation, also by Piskv, of a mural in Turin dedicated to Piero Angela, the great science communicator, symbol of knowledge and passion for culture.

"Painting this mural has been a journey full of emotions. Raffaella Carrà represents a model of talent, energy and humanity", says Francesco Persichella, known as Piskv. *"I chose to use Mapei products because they guarantee bright colours and exceptional resistance over time, fundamental characteristics for a work intended to withstand the challenges of outdoor environments".*

For the creation of the mural, Mapei provided a selection of innovative, safe and environmentally friendly products. These include [Malech](#), a water-based acrylic primer ideal for preparing and evening out surfaces, and [Colorite Performance](#), a protective acrylic paint known for its excellent resistance to atmospheric agents and UV rays. The focus on sustainability and the quality of materials reflects Mapei's commitment to promoting solutions that guarantee durability and respect for the environment.

The installation of *Dietro la TV (Behind the TV)* at the CPTV in Via Teulada is not just a tribute to Raffaella Carrà, but an example of how urban art can enhance public spaces, conveying deep cultural and social messages. Mapei is proud to be part of this important project, reaffirming its support for art and culture.

Mapei

Founded in 1937 in Milan, Mapei is now one of the world's leading manufacturers of chemical products for the building industry and has contributed to the construction of some of the most important architectural and infrastructural works worldwide. With 96 subsidiaries operating in 57 countries and 93 manufacturing plants in 36 different nations, the Group employs about 12,500 staff worldwide. The Mapei Group's consolidated turnover amounted to €4.2 billion in 2023. The foundations for the success of the company are specialisation, internationalisation, research & development and sustainability.

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