

Generali

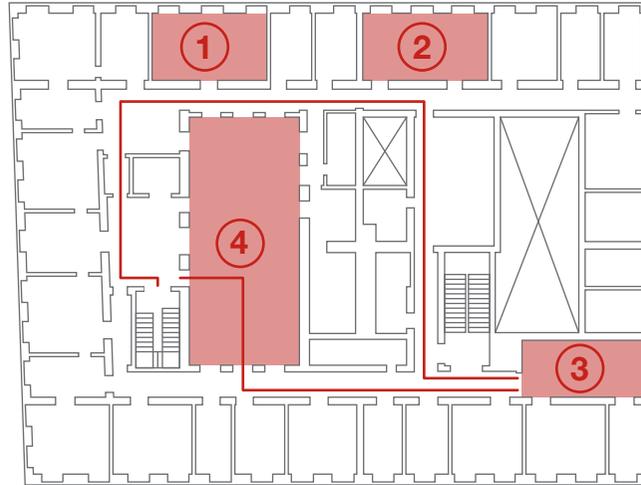
A Centuries-Long History

Generali was founded in Trieste on December 26th, 1831. The city was an important port and commercial hub, and at the same time the natural crossroads of the most significant routes of land and sea, linking Eastern with Northern Europe. The Company stood apart from the other insurers of the time by its approach to risk and market diversification (the source of the “**Generali**” and “**Austro-Italiche**” monikers, respectively), and the organisational and financial structure, which rested on two main pillars: The Central Head Office of Trieste managing the Habsburg lands and foreign territories, and the Venetian Head Office in Venice managing affairs in Lombardy-Veneto and the rest of the Italian peninsula.

Following the 1848 uprisings against the Austrian Empire, the name of the Company was abbreviated to “Assicurazioni Generali”. Along with this, the **Lion of Saint Mark** came into use as an emblem.

In the last twenty years of the nineteenth century, Generali gradually morphed into a “group”, with subsidiaries and partnerships distributed between Italy and Central Europe. This was an unusual corporate structure for the time. The project of internationalisation continued through the inter-war and post-war periods, facing complex shifts in the new geo-political map.

In almost 200 years, Generali has become a central player on the international stage of insurance business, with a presence in 50 countries and nearly 71,000 employees, ranking among the major insurers in Western Europe and with an increasingly significant presence in Central and Eastern Europe as well as in Asia.



- ① Lion Room
- ② Room of Portraits
- ③ Presidents' Room
- ④ Assembly Hall

Assicurazioni Generali Historical Archive

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- ✉ archivistoricogenerali@generali.com
- 🌐 www.generaliarchives.com

Assicurazioni Generali Central Library

- 📍 Via Machiavelli, 4 – 34132 Trieste
- ☎ +39 040 671624
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- ✉ Biblioteca_Centrale@generali.com
- 🌐 www.generali.com/who-we-are/history/trieste-central-library



Palazzo Geiringer

A Tour Through History



Palazzo Geiringer

A State-of-the-Art Headquarters

In 1884, during a phase of rapid economic and organisational expansion, a decision was taken within Generali to construct a purpose-built headquarters, able to accommodate all the departments of the Central Head Office. The building was designed by **Eugenio Geiringer**, a trusted engineer within the Company, together with the architect Luigi Zabeo, and a suitable location was found within the Borgo Teresiano, the centre of the city's economic and commercial life.

The architectural style combines elements of Renaissance and Neo-Hellenism in an eclectic and uplifting blend, typical of the late nineteenth century. This building **was the first in Trieste to be equipped with interior electric lighting** for the offices.

By the turn of the century, the ongoing growth of the Company necessitated additional capacity. By 1912, the various extensions, headed up first by Geiringer once more, and later by fellow engineer Giorgio Polli, led to the acquisition of the whole area between the Via Torrebianca, Via Machiavelli and Via Trento.

Noble Chambers

The Executives' Rooms

The first-floor surroundings are rich in history, despite undergoing functional and aesthetic renovations over time, and today they testify to Generali's ongoing investment in cultural patrimony from its very foundation.

Starting with the **Lion Room**, a visitor's room which maintains its sense of spacious prestige, making it suitable for meetings at the highest level, as well as the promotion of cultural heritage through the exhibition of valuable pieces preserved by the Historical Archive, the Central Library and the Group's Heritage. This area was originally reserved for the cashiers' desks and later, around the middle

of the twentieth century, it was divided into multiple meeting rooms. Today it hosts the **Room of Portraits**. These canvases portray people who have had a significant impact on Generali in various senior management roles. The portraits, by Gino Parin, Francesco Menzio and Giuseppe Barison, were commissioned to mark the Company's centenary. Located within the nineteenth century wing of the building, the **Presidents' Room** displays the marble busts of presidents of the Generali Group, sculpted by Adolare Plisnier, Gigi Supino and Francesco Pezzicar between the last twenty years of the nineteenth century and the middle of the twentieth century. The **Assembly Hall** is the architectural centre of gravity for all the rooms on the first floor. The hall is distinguished by a large glass-panelled ceiling with intricately decorated panels, and by the 1888 sculptural group by Ivan Rendić depicting the allegory of insurance.

