

450789-2026 - Competition

Italy – Advertising and marketing services – PROCEDURA APERTA PER L’AFFIDAMENTO DEL SERVIZIO DI COMUNICAZIONE INTEGRATA A SUPPORTO DELLE ATTIVITA’ ISTITUZIONALI, DELLA PROGRAMMAZIONE CULTURALE E DELLE MOSTRE

OJ S 124/2026 01/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Fondazione Torino Musei

Email: fondazionetorinomusei@pec.it

Legal type of the buyer: Body governed by public law, controlled by a local authority

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: PROCEDURA APERTA PER L’AFFIDAMENTO DEL SERVIZIO DI COMUNICAZIONE INTEGRATA A SUPPORTO DELLE ATTIVITA’ ISTITUZIONALI, DELLA PROGRAMMAZIONE CULTURALE E DELLE MOSTRE

Description: PROCEDURA APERTA PER L’AFFIDAMENTO DEL SERVIZIO DI COMUNICAZIONE INTEGRATA A SUPPORTO DELLE ATTIVITA’ ISTITUZIONALI, DELLA PROGRAMMAZIONE CULTURALE E DELLE MOSTRE

Procedure identifier: 04e441a2-13ff-420d-ad78-ba5a9fa56fae

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79340000 Advertising and marketing services

2.1.3. Value

Estimated value excluding VAT: 2 233 980,00 EUR

2.1.4. General information

This procedure will be relaunched

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0001

Title: PROCEDURA APERTA PER L'AFFIDAMENTO DEL SERVIZIO DI COMUNICAZIONE INTEGRATA A SUPPORTO DELLE ATTIVITA' ISTITUZIONALI, DELLA PROGRAMMAZIONE CULTURALE E DELLE MOSTRE

Description: PROCEDURA APERTA PER L'AFFIDAMENTO DEL SERVIZIO DI COMUNICAZIONE INTEGRATA A SUPPORTO DELLE ATTIVITA' ISTITUZIONALI, DELLA PROGRAMMAZIONE CULTURALE E DELLE MOSTRE

Internal identifier: LOT-0001

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.3. Estimated duration

Other duration: Unknown

5.1.5. Value

Estimated value excluding VAT: 2 233 980,00 EUR

5.1.6. General information

This is a recurrent procurement

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

5.1.11. Procurement documents

Deadline for requesting additional information: 13/07/2026

Address of the procurement documents: <https://www.ariaspa.it/wps/portal/Aria/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.ariaspa.it/wps/portal/Aria/>

Languages in which tenders or requests to participate may be submitted: Italian

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 23/07/2026 09:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 23/07/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: TAR PIEMONTE

Organisation providing more information on the review procedures: TAR PIEMONTE

8. Organisations

8.1. ORG-0001

Official name: Fondazione Torino Musei

Registration number: 97629700010

Postal address: Italia Via Magenta 31

Town: TORINO

Postcode: 10128

Country subdivision (NUTS): Torino (ITC11)

Country: Italy

Contact point: MARCO EDOARDO MARIA MINOJA

Email: fondazionetorinomusei@pec.it

Telephone: 00390114436901

Internet address: www.fondazionetorinomusei.it

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: TAR PIEMONTE

Registration number: 96574140016

Town: TORINO

Postcode: 10121

Country subdivision (NUTS): Torino (ITC11)

Country: Italy

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 898eb5fb-ab2a-4119-ab85-0825209e3cae - 02

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 30/06/2026 08:42:15 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Italian

Notice publication number: 450789-2026

OJ S issue number: 124/2026

Publication date: 01/07/2026