

# School notebook promotional

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Color school notebook from the Italian savings bank Cassa di Risparmio in Lugo. A father and son are at a table with a piggy bank. Several inscriptions in Italian are inscribed around the representation.

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Fabricant / Éditeur Tipo-litografia Turati Lombardi & C.

Date 1933

Measurements 25,5 x 14,8 cm

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## Historical context

At the beginning of the 20th century, several networks of philanthropic banks dedicated to small-scale savings developed in northern Italy. This emulation encouraged banks to invest in promoting savings: the piggy bank system was introduced in Italy between 1900 and 1910. Italy was to play a major role in the savings movement and its promotion. In 1924, Milan became the international center for savings banks, and the International Thrift Institute was founded the same year.

Financial institutions focused their promotion on families and schools. The piggy bank was seen as a means of creating a savings habit by its very presence. However, the link between the promotion of savings and the Fascist regime was increasingly asserted. The savings piggy bank was recuperated by Benito Mussolini in the early 1920s, and its iconography found its way into posters, postcards, school notebooks, calendars and so on. The family and nationalist values associated with the Fascist regime were linked to the promotion of savings.

For a long time, the school environment was a privileged place for savings education, long before the use of piggy banks. It's not surprising, then, to find this type of school document, an example of the contact between government bodies and financial institutions.