



Accross art and fashion

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336 pages

Présentation de l'éditeur

This catalogue accompanies and illustrates an exhibition to be held in various locations from May 2016 to April 2017, and will include many works of art on loan from public and private collections, along with contemporary works of art created specifically for the occasion. The Museo Salvatore Ferragamo's upcoming exhibition, scheduled to open in spring 2016, examines the complex relationship between art and fashion, drawing on the life story of Salvatore Ferragamo, who, fascinated by the avant-garde art of the twentieth century, collaborated with the artists of his time, beginning a tradition that the Ferragamo brand still carries on today. The project uses case histories to analyse the ways in which the two realms interacted - how they blurred lines, overlapped and cooperated, from the Pre-Raphaelites to Futurism and Surrealism - with a focus on a few of the ateliers where artists gathered in the 1950s and '60s and on the birth of celebrity culture, to then delve into the experimentation of the 1990s, ultimately arriving at the question of whether these two worlds can still be considered separate and distinct in the contemporary cultural industry, or if they have merged in a fluid exchange of roles. Contents: I. Salvatore Ferragamo, craftsman and artist II. Art inspires fashion III. Artists and fashion designers: blurred boundaries IV. Role play across art and fashion V. Illuminations VI. From the atelier to the mood board VII. Storytelling in art and fashion VIII. Art, Haute Couture Technology Biographie de l'auteur

Essays by Silvia Casagrande, Daniela Degl Innocenti, Casimiro Di Crescenzo, Maria Luisa Frisa, Elisa Masiero, Suzy Menkes, Gianni Mercurio, Gabriele Monti, Enrica Morini, Anna Nicolò, Demetrio Paparoni, Stefania Ricci, Alberto Salvadori, Luca Scarlini, Carlo Sisi, N.J. Troy.

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