

BELLISSIMA: ITALY AND HIGH FASHION 1945-1968

Presented by BVLGARI

**ON VIEW FEBRUARY 7 – JUNE 5, 2016
AT NSU ART MUSEUM FORT LAUDERDALE**

Exhibition explores remarkable period of post-World War II creativity that gave rise of Italian high fashion



Sorelle Fontana model alongside the hand of the colossal statue of Constantine in the courtyard of the Musei Capitolini in Rome, 1952. Photo Regina Relang. Courtesy Archiv Relang, Sammlung Photographs, Münchner Stadtmuseum. The image was part of a feature published in *La Donna*, June 1952.

Fort Lauderdale, FL - NSU Art Museum Fort Lauderdale will present *Bellissima: Italy and High Fashion 1945 – 1968*. The exhibition, on view February 7 through June 5, 2016, explores the remarkable period of creativity in Italy that gave rise to Italian high fashion (*alta moda*) and was notable for extraordinary contributions in art, architecture, cinema, theater and photography. The exhibition traces the development of Italian high fashion and examines the crucial role Italy played in its international success.

Bulgari has a longstanding affiliation with the worlds of fashion as well as art and is proud to present the *Bellissima: Italy and High Fashion 1945-1968* exhibition.

Bellissima: Italy and High Fashion 1945 – 1968, a project by MAXXI: National Museum of the XXI Century Arts in Rome, is curated by Maria Luisa Frisa, critic, fashion curator and professor at IUAV University of Venice, Anna Mattiolo, MAXXI Arte Director and Stefano Tonchi, Editor-in-Chief of *W* magazine.

Bellissima recreates the alluring atmosphere of Italian high fashion during a time when designers such as Emilio Schuberth, Sorelle Fontana, Germana Marucelli, Mila Schön, Valentino, Simonetta, Roberto Capucci, Fernanda Gattinoni, Fendi, Renato Balestra, Biki, Irene Galitzine, Emilio Pucci, Fausto Sarli and many others made important contributions to the image of Italy around the world. The exhibition also highlights the fluid relationship of fashion design with art, architecture, filmmaking and theater, and explores the roles that Rome, Florence, Milan and Venice played in the production and staging of fashion during this extraordinarily creative and productive time.

"This moment in history laid the foundation for Italy's future ready-to-wear fashion, and the exhibition traces its beginnings within the social and cultural context," said Stefano Tonchi. "The high fashion of that time was grounded in a strong sense of reality: They were luxury creations, but nonetheless practical; precious, embroidered textiles that had a certain simplicity; short cocktail dresses that allowed for movement; and warm, roomy coats accompanied by oversized handbags. This awareness of reality created an opportunity for a fashion system that truly served its patrons, with garments designed for the life of the modern woman."

Featured will be more than 90 designer garments, that define the identity of Italian fashion, revealing its themes and distinguishing features -- from spectacular creations that lit up grand ballrooms and theaters, to elegant cocktail dresses, from the distinctive black and white graphic look, to the chromatic explosion of the 1960s, from creations made for the actresses of the so-called Hollywood on the Tiber (with outfits specifically designed for Ava Gardner, Anita Ekberg, Ingrid Bergman, Lana Turner, Kim Novak, Anna Magnani), to results of sophisticated formal research of collaborating couturiers and artists, along with suits and coats that depict luxury expressed as day wear.

Also featured will be accessories representing the exceptional Italian craftsmanship and innovation for which the "Made in Italy" brand became known, including costume jewelry, shoes, hats and handbags by such names as Coppola e Toppo, Ferragamo, Fragiaco, Gucci and Roberta da Camerino.

One-of-a-kind jewels from the Bulgari Heritage Collections, part of the exhibition since its inception at the MAXXI in Rome, will showcase the brand's innovation and experimentation during this key period and role in establishing Italy as an international fashion capital. Among the pieces on loan for the exhibition by private collectors are iconic Serpenti creations in gold with diamonds, rubies or enamel, necklaces from the 1960s in gold with emeralds, rubies, sapphires and diamonds. Unique to NSU Art Museum is the loan of the diamond pendant earrings once owned by actress Elizabeth Taylor, who was one of the Hollywood stars key to expanding the allure of Italian style worldwide.

Daniel Paltridge, President, Bulgari North America comments, "Partnering with the NSU Art Museum and the brilliant curators behind this collaboration is meaningful for Bulgari. Collectively we brought to life one of the most profound eras of the fashion industry – a period of great importance to Italy and international success of Bulgari. From the immediate post-war years to the magical period of the Dolce Vita, Bulgari emerged as the emblematic jeweler of Italian excellence. The exhibition will feature extraordinary Bulgari designs during this pivotal period that helped define the history of jewelry. Bulgari's involvement in the *Bellissima* exhibition pays homage to this era, and dedication to craftsmanship and timeless designs."

Bonnie Clearwater, NSU Art Museum Director and Chief Curator notes, "The exhibition captures the vibrant spirit of creativity in art, fashion and entrepreneurship that is the foundation of Italy today. The exhibition's fashions and innovative jewelry by Bulgari played an important role in Italy's high fashion renaissance and were pivotal to the promotion of Italian fashion worldwide. The story of Italy's rebuilding after World War II is also an essential part of America's history, and the decades represented in *Bellissima* underscore the museum's special focus on these postwar years, making it an ideal exhibition for our community as we celebrate a 30th anniversary."

Clothing, accessories and jewelry will be shown alongside art, film and photography in a dynamic installation.

The exhibition highlights the rise of Italian cinema and role of filmmakers such as Luchino Visconti, Michelangelo Antonioni and Federico Fellini, whose *La Dolce Vita* reinvigorated interest in Rome. It also includes works by artists such as Luciano Fontana, whose slashed canvases inspired fashion designer Mila Schön.

The years 1945 to 1968 were seminal to defining high fashion in Italy. In an effort to restore and stabilize the Italian post-World War II economy, significant financial investments were made to support and revitalize the Italian fashion industry. Drawing on a rich artistic and cultural history that was part of their everyday life, designers produced luxury creations that were also practical and helped reactivate

textiles, silk and leather factories that provided jobs for skilled craftsmen. The factories were key to the revitalization of Italy's economy after the war. Not only did the factories put skilled labor back in the workforce; the manufacturers were key advertisers in magazines, which promoted the new stylish and creative Italy.

A special section of the exhibition that premiered during its Fall 2015 presentation at the Villa Reale in Monza, Italy, and that will be on view at NSU Art Museum Fort Lauderdale, features a unique collection of textiles that underscores the importance of the Italian textile industry in design and promotion of Italian fashion in the past as well as today. Italy's high fashion and its textile industry are closely linked, as is evidenced in the choice of daywear, one of its most successful expressions. Among the fashion archives represented in the textile section are: Agnona, Bedetti Pedraglio, Botto Giuseppe & Figli, Bozalla, Clerici Tessuto, Faliero Sarti, Lanerossi, Lanificio Fratelli Placenza, Lanificio G.B. Conte, Lanificio Trabaldo Piero Togna, Lanificio Zignone, Luigi Verga, Marzotto, Pria, Ratti Rivetti, Tallia di Delfino, Taroni, Valditevere.

Textile pattern and swatch books of the various and richly colored fabrics produced by Italy's textile factories as well as fabrics themselves will be on display, along with research materials and photographs of models wearing clothing created from them.

Bellissima Gala

Friday, February 5, 2016

An elegant black-tie event, presented by Bulgari, will celebrate the exhibition's opening and the 30th anniversary of NSU Art Museum's modernist building designed by Edward Larrabee Barnes. Proceeds from the evening will benefit the museum's education and exhibition programs.

Exhibition Sponsors

The presentation of *Bellissima: Italy and High Fashion 1945 – 1968* at NSU Art Museum Fort Lauderdale is presented by Bulgari.

Additional support for this exhibition is provided by the Consulate General of Italy in Miami, Italian Trade Commission, Vontobel Swiss Wealth Advisors AG, PNC Bank, Funding Arts Broward, Condé Nast and La Rosa mannequins. Media Partner: CBS 4

Accommodations provided by Pelican Grand Beach Resort.

NSU Art Museum Fort Lauderdale

The museum is located at One East Las Olas Boulevard, Fort Lauderdale, FL. For additional information, visit nsuartmuseum.org or call 954-525-5500.

About NSU Art Museum Fort Lauderdale

Founded in 1958, NSU Art Museum Fort Lauderdale is a premier destination for exhibitions and programs encompassing all facets of civilization's visual history. Located midway between Miami and Palm Beach in downtown Fort Lauderdale's arts and entertainment district, the Art Museum's distinctive 83,000 square-foot modernist building, which opened in 1986, was designed by renowned architect Edward Larrabee Barnes and contains over 25,000 square feet of exhibition space, the 256-seat Horvitz auditorium, museum store and cafe. Bonnie Clearwater, who became NSU Art Museum Fort Lauderdale's Director and Chief Curator in 2013, directs the museum's international exhibition program, which aims to challenge viewers' perceptions of the world around them. In 2008, the Art Museum became part of Nova Southeastern University, one of the largest private research universities in the United States.

About BVLGARI:

Today part of the LVMH Group, Bulgari was founded in Rome in 1884 as a jewelry shop and progressively imposed itself with its magnificent jewelry creations, emblems of Italian excellence. The international success made the Company evolve into its current dimension of a global and diversified player in the luxury market, with a store network in the most exclusive shopping areas worldwide and a portfolio of products and services ranging from jewels and watches to accessories, perfumes and hotels.

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