



Regione Lombardia

IL CONSIGLIO



Event Space: Palazzo Pirelli

Date: September 18th to September 30th, 2019.

Open to the Public: Yes

Entrance Fee: Free

Hours of Operation: Monday to Thursday, from 9:30 am to 12:30 pm and 13:30 pm to 17:30 pm, Friday from 9:30 am to 12:30 pm

The Inauguration: 17 September at 13:00 – By Invitation Only

Press Release

From the 17th to the 30th of September, in conjunction with Milan Fashion week, the Regional Council of Lombardy will host a tribute to the great **lombardian photographer Gian Paolo Barbieri**.

This exhibition is promoted and curated by the Gian Paolo Barbieri Foundation in collaboration with Martina Corgnati and organized by Marta Menegon and Sara Arrigoni. This event at the Pirelli Palace Event Space features roughly 70 photographic works that retrace the artist's creative life, from the beginning of his career until the early 2000s.

"Milan and fashion, a tribute to Gian Paolo Barbieri" is a journey through the life of Gian Paolo Barbieri, that recounts the imperishable bond with his hometown, Milan, which is fundamental for his artistic research and for his creative production. A fil rouge that the Council of Lombardy Region Assembly welcomes, the "Pirellone", its headquarters a prestigious icon of Lombard industriousness, emphasizing Lombardy, as the center of thought, invention, creativity and history makes it the ideal location for artist's production.

It is a path that highlights the relationship maintained by the great photography artists with the city of Milan, a place of fundamental importance for his work. The existence of Gian Paolo Barbieri in this city, full of stories, classical theaters and art galleries has been profoundly marked by Renaissance culture, as well as by modern culture.

A fundamental role for Barbieri's creative evolution was developed through the experiences shared with his father, a fabric merchant, who took him to work as a child allowing Gian Paolo to propose combinations of colors in the choice of fabrics. The infinite combinations of color that make up the fabrics and soon fashion itself, have become part of his imagination and the subject of his work. Due

to Barbieri's well-rounded understanding of the textile practice, understanding the world of fashion came naturally to him. A world that in Italy, however, was still untouched.

In fact, "fashion", as we understand it today, did not exist in the beginning of Barbieri's career, instead of producing their own content the Italian magazines reused the photos of the haute couture taken in Paris. Gian Paolo Barbieri remains surprised at the fact when Gustave Zumsteg, owner of Abraham Fabrics, said to Barbieri is cut out for fashion photography because of his extensive prior knowledge of fabrics... hence the questions What is fashion? Where do you start?

"Barbieri chooses Italy, sheltered from a world that is perhaps too snobbish, too sophisticated and self-referential to maintain some form of contact with reality. Diana Vreeland, the all-powerful art director of Vogue America, states on the pages of Vogue Italy. She likes Barbieri and frequently invites him to the USA, with guaranteed months and months of work. But Gian Paolo Barbieri refuses; he is struck but not seduced by the rooms covered in leopard fur, with the profusion of blue blood that forms the entourage, from the cascades of red roses and stilettos. Although Barbieri's style is elaborate and precious, something of the Lombard boy remained in him, a certain one frankness, a search for perfection that leads him to expect more not from the world but from himself, to continually overcome himself, always meeting new challenges" as Martina Corgnati wrote in the catalog of the retrospective exhibition at the Royal Palace of Milan (2007).

Gian Paolo Barbieri gives a unique face to Italian fashion, which no one had been able to imagine, becoming an accomplice and companion to the designers who assisted in the formation of the prestige's term 'made in Italy' and how they would have turned into protagonists of a new era of the costume and fashion. We remember Valentino, Gianfranco Ferré and Walter Albini, to name a few, united by a single purpose, conquer the world of fashion with the *Italian Style*. There are works that perfectly describe Barbieri's desire to keep Italy, and in particular Milan, at the center of attention: a specific example is the shot realized for Gianfranco Ferré in 1991 in Piazza Duomo. The very elegant Aly Dunne, immortalized in the background of the Cathedral, emerges from the white background surrounded by pigeons.

29 Arts in progress gallery, which represents Gian Paolo Barbieri, is collaborating with the Foundation for this project at Palazzo Pirelli.

The exhibition will also be open on September 29th for a special open of Palazzo Pirelli.

INFO FOR PRESS

Council of Lombardy Region Assembly
U.S.S. Communication, institutional relations and Press
Antonello Grimaldi
antonello.grimaldi@consiglio.regione.lombardia.it
M 3345489858

Council of Lombardy Region Assembly
Press director
Paolo Costa
paolo.costa@consiglio.regione.lombardia.it
Tel 02 67482498

Council of Lombardy Region Assembly
Info about the show and the visits
urp@consiglio.regione.lombardia.it
www.consiglio.regione.lombardia.it
Tel 02 67482.777

Press office Gian Paolo Barbieri Foundation
Marta Menegon
Marta.menegon@gmail.com
M 3475810150

Info about the show and the artist
Gian Paolo Barbieri Foundation
info@fondazionegpb.it
www.fondazionegianpaolobarbieri.it

Thanks for the patronage:



Camera Nazionale della Moda Italiana

MIA
PHOTO FAIR