

BELLISSIMA

l'Italia dell'alta moda

1945 — 1968

Bellissima

Italy and high fashion 1945-1968

Villa Reale, Monza

September 24th, 2015 - January 10th, 2016

The major exhibition about Italian high fashion, launched last year at MAXXI in Rome, is now hosted at Villa Reale in Monza, starting September 24th, renovated and with a brand new section dedicated to textiles. With this section the curators - Maria Luisa Frisa, Anna Mattiolo, Stefano Tonchi – have aimed at characterizing the new exhibition event, set up by Studio Migliore+Servetto Architects specifically for Villa Reale. *Bellissima* opens to the public during Expo 2015 Fashion Week in September, to which it is one of the main related events.

In the royal apartments at the second floor are displayed some of the most important "masterpieces" of high fashion, from the post-war years up to 1968, coming from prestigious public and private collections. Dresses that shaped the history of Italian fashion and style let visitors relive the atmosphere and charm of Italian high fashion in those extraordinary years. Day and evening dresses made by stylists such as **Maria Antonelli, Renato Balestra, Delia Biagiotti, Biki, Carosa, Roberto Capucci, Gigliola Curiel, Enzo Fabiani, Fendi, Forquet, Irene Galitzine, Fernanda Gattinoni, Pino Lancetti, Germana Marucelli Emilio Pucci, Fausto Sarli, Mila Schön, Emilio Schuberth, Simonetta, Sorelle Fontana, Valentino, Jole Veneziani** come back to life thanks to a choreography of **La Rosa** mannequins and recreate a galaxy of voices often closely linkws to the worlds of art and cinema.

To complete the selection of clothes, the exposition displays accessories by **Gucci, Ferragamo, Fragiaco, Frattegiani, Roberta di Camerino, Clemente Cartoni's** and **Gallia and Peter's** hats, **Coppola and Toppo's** sumptuous jewels, and samples of embroidery from Sorelle Fontana's Archive and **Pino Grasso**.

Moreover, part of the exhibition is also an exceptional choice of **Bulgari** jewellery, unique pieces belonging to the years that saw the brand stand out as a major player in Italian jewellery school. In addition to the iconic gold and polychrome enamel creations - *Snakes* -, among the pieces on display there is a spectacular sautoir from the late Sixties whose pendant is a carved emerald of about 300 carats, a platinum necklace from the Fifties and fabulous rubies.

The relationship between Italian fashion and visual arts is testified by works of artists such as **Accardi, Alviani, Campigli, Capogrossi, Fontana** and **Scheggi**.

a cura di
Maria Luisa Frisa
Anna Mattiolo
Stefano Tonchi

Monza Villa Reale
24.09.15 — 10.01.16

www.mostrabellissima.it
www.reggiadimonza.it
www.villarealedimonza.it

Villa Reale di Monza Viale Brianza, 1
info 199.15.11.40

Mostra promossa da



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Con il contributo di



La Rosa
MANNEQUINI SINCE 1922

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The core space of *Bellissima* at Villa Reale in Monza is the gallery, connecting all the rooms and unfolding the various themes of the exhibition. The gallery is hosting a unique selection of samples that testify the importance of our textile industry in design and promotion of Italian fashion, in the past as well as nowadays. Italy's high fashion and its textile industry are closely linked, as visitors can see in the choice of daywear, one of its most successful expressions. This relationship enlightens the most recent fashion developments. Among the fashion archives involved in the project are **Agnona, Bedetti Pedraglio, Botto Giuseppe & Figli, Bozzalla, Clerici Tessuto, Faliero Sarti, Lanerossi, Lanificio Fratelli Piacenza, Lanificio G.B. Conte, Lanificio Trabaldo Piero Togna, Lanificio Zignone, Luigi Verga, Marzotto, Pria, Ratti, Rivetti, Tallia di Delfino, Taroni, Valditevere**. Even Italian institutions are clearly appraising our textile heritage: **Fondazione Antonio Ratti, il Museo del Tessuto di Prato, il DocBi - Centro Studi Biellesi, il Centro Rete Biellese Archivi Tessile e Moda**, in collaborazione con **Sistema Moda Italia**.

The exhibition also displays pictures of well-known people, taken from the archives of **Federico Garolla, Johnny Moncada, Ugo Mulas**, as well as movies from RAI Teche and Istituto Luce. All of them remain unique documents of those years. In a room dedicated to cinema, a video shows clips of famous movies directed by Antonioni, Rossellini and Fellini who, in the "Hollywood on the Tiber" years, harmonized with fashion and the evolution of taste. A selection of magazines, printings and other documents, including a remarkable testimony from the **Giorgini Archive**, complete the exhibition.

The tour of the Villa ends at the Belvedere where, curated by the Triennale, are shown Italian design objects created in the same years as the displayed dresses.

The exhibition is sponsored by Consorzio Villa Reale e Parco di Monza and by Nuova Villa Reale di Monza, in cooperation with MAXXI and the National Chamber of Italian Fashion. The textile section is set up with the support of ICE Agency and the Ministry of Economic Development.

Main sponsor of the whole exhibition is Bulgari, for over 130 years icon of creativity and excellence. The exhibition is notably supported by La Rosa, Istituto Luce and Rai Teche.

Organization and press office by Cultura Domani and Civita.

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Exhibition details:

Title	Bellissima Italy and high fashion 1945 1968
Curators	Maria Luisa Frisa, Anna Mattiolo, Stefano Tonchi Associate curator Gabriele Monti
Dates	September 24 th , 2015 - January 10 th , 2016
Location	Villa Reale, Monza Second floor Viale Brianza, 1 Monza
In the framework of	EXPO 2015
Ticket office	Tuesday to Sunday, 10 a.m. – 7 p.m. Friday, 10 a.m. -10 p.m. Closed on Mondays Ticket office closes one hour before closing time
General infos	www.mostrabellissima.it www.reggiadimonza.it tel. 199 15 11 40 +39 02 89 09 69 42 from abroad * Monday-Friday, 9 a.m. - 6 p.m hours. Saturday: 9 a.m. -12 p.m. Not active on Sundays and holidays.
Hashtag	#mostrabellissima

Admission ticket

Ticket holders are entitled to visit

- the Royal Apartments on the second floor of the Villa, where the exhibition is set up
- the Apartments that hosted the Emperors of Germany
- the Spare Apartment, where a video on the Villa edited by Philippe Daverio is played
- the Belvedere, where a selection of Italian design objects, curated by the Triennale, is shown

Combined ticket also includes the Royal Apartments, hosting the exhibition *The Beautiful Princess* until its conclusion.

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Bellissima exhibition with Apartments on the second floor and Belvedere

Full	€ 13
Reduced	€ 11
Special reduced	€ 4

Combined ticket: Bellissima exhibition with Apartments on the second floor and Belvedere + Royal Apartments with La Bella Principessa exhibition (until Sept. 30th)

Full	€ 20
Reduced	€ 17
Special reduced price	€ 6

Combined ticket: Bellissima exhibition with Apartments on the second floor and Belvedere + Royal Apartments (from Oct. 1st)

Full	€ 19
Reduced	€ 16
Special reduced price	€ 6

Reduced price for groups of at least 15 visitors or visitors with special agreements

Special reduced price for school groups and visitors under 18 years of age

Free for children under 6, disabled and carers, ICOM members, press-card holders, tour guides, two teachers per school group, one guide per group of adults.

Guided tours and educational activities

Booking required. For groups of up to 30 visitors

€ 100 for groups

€ 70 for school groups

€ 120 in foreign language

€ 90 for workshops

RESERVATION FEE

€ 1.5 per person

€ 1 per student for school groups

Civita press office

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