

Galerie **Azzedine Alaïa**

PRESS RELEASE

**BETWEEN ART AND FASHION:
PHOTOGRAPHS FROM THE COLLECTION
OF CARLA SOZZANI**

Curated by Fabrice Hergott

Opening on Thursday **November 10th**, 2016
from 6 pm to 9 pm

Exhibition presented from Friday, **November 11th**, 2016 to Sunday, **February 26th**, 2017
Open every day from 11 am to 7 pm

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Azzedine Alaïa is pleased to present the exhibition « Entre l'art et la mode: photographies de la collection Carla Sozzani » ("Between Art and Fashion: photographs from the collection of Carla Sozzani"), curated by Fabrice Hergott, Director of the Musée d'Art Moderne de la Ville de Paris, from the outstanding ensemble begun some forty years ago by this legendary figure of contemporary elegance. A very close friend of Azzedine Alaïa, she has long accompanied the couturier in his work, and it is in his Galerie, created in dialogue with Galleria Carla Sozzani in Milan, that for the first time a display of this reference collection will be brought to the public – a collection gathered with skill and passion.

Born in 1947 in Mantua, one of the main centres of the Italian Renaissance and the humanist tradition, Carla Sozzani has been playing a major role in fashion, photography, art and design since the beginning of the 1970s. Editor-in-chief of all special issues of Italian *Vogue*, then founder of the Italian edition of *Elle* and of her own publishing house, she became known for her acute eye and discernment: she has been a part, from their very beginning, of many designers' and photographers' creative life. In 1990, she founded Galleria Carla Sozzani in Milan, which was followed in 1991 by 10 Corso Como, the first "concept destination", where culture and commerce blend into one reality, and which has since expanded to Tokyo with 10 Corso Como Comme des Garçons, then Seoul, Shanghai, Beijing, and is now planned to open in New York: a place structured by the magic of an eye, sensitive to history, faithful to its own adventure, but also deeply aware of all shifts in time.

The architecture of that insight is made visible by Fabrice Hergott's selection: over two hundred photographs from more than seventy photographers, from the 19th century to today, from Man Ray to Helmut Newton, from Moholy-Nagy to Francesca Woodman, from Daido Moriyama to Alfred Stieglitz: a vision of the world, of the feminine, of beauty.

This exhibition, exceptional because of the composition of this collection, is equally important from the perspective it provides onto a contemporary form of connoisseurship: expertise, sensitivity, learned intelligence, building bridges between mythical pictures by Richard Avedon and Cecil Beaton and other, lesser-known pictures from the time of the avant-gardes; sensing the relevance of history today, detecting the fragments of the past that establish our imagery and our imaginary world. This is a portrait, with pictures and in silence, of a legendary – and enigmatic – figure: Carla Sozzani; her friendships, her admirations, her perseverance in searching in every picture for a possible harmony.

The exhibition "Entre l'art et la mode: photographies de la collection Carla Sozzani " is accompanied with a publication from the Association Azzedine Alaïa, edited by Fabrice Hergott, withre productions of the works, a foreword by Azzedine Alaïa, a conversation led by Fabrice Hergott with Carla Sozzani, and essays by Barbara Carnevali, Germano Celant, Emanuele Coccia, William Ewing, Donatien Grau and Jean Louis Schefer.