

# PANORAMA MILANO: Arts and life in Milan

Milan, January, 2003

PRESS RELEASE

Fondazione Nicola Trussardi presents *PANORAMA MILANO*, an editorial project that portrays the city of Milan with its own contrasts and high-lights: thirty of the most representative personalities of Milan's creative life have selected an image that captures the city's memories and transformations. This imaginary map reveals the complex identity of Milan: split between the high-speed of fashion and the slower progression of architecture, Milan appears as a city of fragments, as its forgotten corners are casted in new light by the visions of contemporary artists, photographers and architects.

Designed as a small collection of postcards, *PANORAMA MILANO* looks at the city through the eyes of artists Vanessa Beecroft, Maurizio Cattelan, Patrick Tuttofuoco and Francesco Vezzoli, fashion designers Giorgio Armani and Elio Fiorucci, architects and designers Alessandro Mendini, Vico Magistretti, Mario Bellini, Antonio Citterio, Ettore Sottsass and many others. Nobel Prize novelist Dario Fo, orchestra conductor Riccardo Muti, and theatre director Luca Ronconi discover unusual routes in the city, exploring their own world while opening new windows on a familiar scenery. Panorama Milano draws a dynamic landscape of endless possibilities, but it also portrays a city of ruins, silences and shadows – the darker side of the Made in Italy.

In *PANORAMA MILANO* artist Maurizio Cattelan looks back in anger at the seventies, when Milan was struck by terrorism. The architectural firm A12 questions the notion of immigration with a movie still from *Totò, Peppino and the Hussy* while artist Vanessa Beecroft transforms Milan in a surreal vision with young lawyers posing next to statuary yoga teachers. Young artist Francesco Vezzoli picks a still frame from Luchino Visconti's movie *Rocco and His Brothers* – a legendary icon of Italian neo-realism. In addition to artists, architects and designers were take part in the project: Enzo Mari's original drawing represents Milan as a city trapped in its own routine, Stefano Giovannoni's *Merdolino takes over* recalls the Milan of the *Salone del Mobile*, an international reference point for the world's finest design. But Milan also comes across with its most melancholic profile. In Gabriele Basilico's photos, the city appears suspended, almost frozen, while Stefano Boeri's image, taken from the series *The Corner of the Eye* by Marina Ballo Charmet, focuses on the most peripheral details – a crack in the pavement of a deserted street. *PANORAMA MILANO* is a detour through the maze of the city, with its occasional encounters and accidents, its moments of glory and its forgotten tragedies.

With the editorial project *PANORAMA MILANO*, the Fondazione Nicola Trussardi –a new flexible laboratory for contemporary art – embarks on an exploration of the city in which its future exhibitions and events will take place.

Press Office

Fondazione Nicola Trussardi

Piazza della Scala, 5 – 20121 Milano

Tel. +39.02.8068.821

Fax +39.02.8068.8281

e-mail: [press@fondazionenicolatrussardi.com](mailto:press@fondazionenicolatrussardi.com)

*PANORAMA MILANO* is:

**Franca Sozzani**, director Vogue Italia  
**Francesco Vezzoli**, artist  
**Achille Castiglioni**, designer  
**Vincenzo Castella**, photographer  
**Gualtiero Marchesi**, chef  
**Giorgio Armani**, fashion designer  
**Fabrizio Ferri**, photographer  
**Giovanni Gastel**, photographer  
**Pierluigi Cerri**, architect  
**Mario Bellini**, architect  
**Luca Ronconi**, director  
**Dario Fo**, writer  
**Gabriele Basilico**, photographer  
**A12**, architects  
**Stefano Boeri**, architect

**Vanessa Beecroft**, artist  
**Milka Pogliani**, creative director McCann-Erickson  
**Giuseppe Gabellone**, artist  
**Maurizio Cattelan**, artist  
**Vittorio Gregotti**, architect  
**Enzo Mari**, designer  
**Antonio Citterio**, architect and designer  
**Stefano Giovannoni**, designer  
**Riccardo Muti**, conductor  
**Elio Fiorucci**, fashion designer  
**Armin Linke**, photographer  
**Vico Magistretti**, designer  
**Patrick Tuttofuoco**, artist  
**Ettore Sottsass**, architect  
**Alessandro Mendini**, architect and designer

You can find *PANORAMA MILANO*:

|                                  |                                |
|----------------------------------|--------------------------------|
| <b>Armani/Libri</b>              | Via A. Manzoni, 31             |
| <b>Department Store Fiorucci</b> | Galleria Passerella, 1         |
| <b>10 Corso Como</b>             | Corso Como, 10                 |
| <b>Libreria Hoepli</b>           | Via U. Hoepli, 5               |
| <b>Milano Libri</b>              | Via G. Verdi, 2                |
| <b>A&amp;M Bookstore</b>         | Via A. Tadino, 30              |
| <b>Art Book Milano</b>           | Via P. Lomazzo, 28             |
| <b>Teatro La Scala Bookstore</b> | Piazza della Scala, 5          |
| <b>Viafarini</b>                 | Via C. Farini, 35              |
| <b>Fashion Library</b>           | Via Vigevano, 35               |
| <b>L'Archivolto</b>              | Via Marsala, 2                 |
| <b>Libreria Rizzoli</b>          | Galleria Vittorio Emanuele, 79 |
| <b>Libreria Feltrinelli</b>      | Via A. Manzoni, 12             |

and in the most important museum bookshops in Milan.

Pag. 2/2

Press Office  
Fondazione Nicola Trussardi  
Piazza della Scala, 5 – 20121 Milano  
Tel. +39.02.80.68.82.1  
Fax +39.02.80.68.82.81  
e-mail: [press@fondazionenicolatrussardi.com](mailto:press@fondazionenicolatrussardi.com)