

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

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*:

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

and in the most important museum bookshops in Milan.

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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