

## The Visionary World of Vogue Italia

Emma Bryant (October 23, 2014)



The Peroni Nastro Azzurro Celebrates "The Visionary World of Vogue Italia" exhibition in New York was open to the public, offering an exclusive behind-the-scenes view of world renowned photographers, artists, actors, models, designers, musicians and architects.

The Peroni Nastro Azzurro Celebrates [The Visionary World of Vogue Italia](#) [2] exhibit was open to the public at Industria Superstudio, Studio 10 on 775 Washington Street in New York from October 15th - 22nd.

As leading voice of Italian style, Vogue Italia celebrated their 50th anniversary by inviting thirty influential icons to be a part of their first video archive project, including world famous flamenco dancer [Joaquín Cortés](#) [3], two-time Academy Award winning director [Oliver Stone](#) [4], Grammy Award winning R&B performer Usher, eclectic Harlem rap artist A\$AP, "The Great Gatsby" Director [Baz Luhrmann](#) [5], Icelandic contemporary artist [Olafur Eliasson](#) [6] and Director Quentin Tarantino.

Editor-in-chief of Vogue Magazine, [Franca Sozzani](#) [7], curated the exhibition. Sozzani had drawn from the publication's private vault of footage to reveal an insiders' perspective on the magazine's work with iconic celebrities and artists.



In response to the collaboration with [Peroni Nastro Azzurro](#) [8], Sozzani commented, “Vogue Italia is delighted to be collaborating with Peroni Nastro Azzurro on such a rewarding project. The exhibition is the first of its kind and I have handpicked some very special moments from our rich history working with extremely talented artists.”

This exclusive video exhibition offered a new perspective on the inner workings of the international magazine but also brought together a new partnership between two largely influential Italian companies passionate about Italian style.

The partnership is not a surprising one, as both Peroni Nastro Azzurro and Vogue were developed in the 1960s and kept true to their taste of Italian style.

I-Italy had the chance to speak with Marco Seminaroti, Marketing Manager for Peroni Nastro Azzurro.

On Peroni Nastro Azzurro’s collaboration with Vogue Italia, Seminaroti stated, “We have quite a few things in common. The number one thing is we share a passion for Italian style; Italian style is attention to detail, authenticity, craftsmanship, passion – and that is what we are here to celebrate: fifty years of this Italian magazine.”

“There is a long list of attendance we are really pleased with,” Seminaroti commented after the celebration.

Seminaroti claimed the collaboration does not end with the closing of this exhibition, however. In 2015, Peroni Nastro Azzurro and [Vogue](#) [9] plan to continue their partnership in an international search of the next great fashion stylists.

“Peroni Nastro Azzurro is to partner with Vogue Italia to celebrate the past but also to look to into the future, because next year we will be searching for emerging designers, the next wave of Italian style into finding, nurturing and promoting Italian designers.”

The combination of both Peroni Nastro Azzurro and Vogue Italia’s passion for Italian style made for a unique celebration for contributors and audiences alike.

**Source URL:** <http://newsite.iitaly.org/magazine/focus/life-people/article/visionary-world-vogue-italia>

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- [1] <http://newsite.iitaly.org/files/visionaryworldvogueitalia1414120937jpg>
- [2] <http://www.vogue.it/en/people-are-talking-about/parties-events/2014/09/peroni-nastro-azzurro-vogue-italia>
- [3] [http://en.wikipedia.org/wiki/Joaqu%C3%ADn\\_Cort%C3%A9s](http://en.wikipedia.org/wiki/Joaqu%C3%ADn_Cort%C3%A9s)
- [4] <http://www.oliverstone.com/>
- [5] [http://en.wikipedia.org/wiki/Baz\\_Luhrmann](http://en.wikipedia.org/wiki/Baz_Luhrmann)
- [6] <http://www.olafureliasson.net/>
- [7] [http://en.wikipedia.org/wiki/Franca\\_Sozzani](http://en.wikipedia.org/wiki/Franca_Sozzani)
- [8] <http://www.peroniitaly.com/age-gate>
- [9] <http://www.vogue.it/en>