

Fashion, National Geographic

Camilla Santinelli (February 12, 2016)



A group of young ladies in swimsuit(s) portrayed on a beach in Florida at the end of the '20s, a bald head completely covered by a giant, colorful tattoo of a man in Pittsburgh, the photo of a stolen moment of a man and a woman during a party in their fancy dresses at Venice Casino as well as details, ornaments and accessories of traditional dresses from all over the world. All of this (and so much more) is what Fashion is about.

Fashion - the exhibition ideated and created by Marco Cattaneo in collaboration with National Geographic Italia - has been inaugurated on February, 4th and will be open to the public until May, 2nd 2016 at Palazzo Madama, in Torino.

The aim of this exhibit is to represent aspects of cultural anthropology such as the universal attention towards the body, the ornaments and the garments, the cultural exchanges and the social changes in the different parts of the world.



Sixty-two enlarged photographs (selected from a nine-million and a half archive corpus) made by photographers of international fame, offer unexpected and bizarre combinations in order to make us understand how the super glamorous runways of Milan, Paris and New York have a lot more in common than we would think with the African villages, the women from Mongolia's clothes and the rainy forests of Papua New Guinea.

What we decide to wear has always been able to express both the ephemeral and the eternal at the same time.

It allows us to express our social, economic and religious identity. It is not only about "decorating our body" in order to look beautiful and attractive, but also being able to express who we are and where we come from.

Through a mixture of colors, powerful sensations, visual emotions and contrasts - Fashion offers a fascinating, global perspective on the historical and cultural meaning of clothing and ornamentation and on what is connected to the general concept of "style", in its most various and diversified forms.

Where: Palazzo Madama - Corte Medievale, Piazza Castello, Torino

When: February, 4th - May, 2nd 2016

Opening Hours: Monday 10-6; Wednesday-Saturday 10-6; Sunday 10-19. On Tuesday the exhibit is Closed.

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