

Made in Italy



Concept and curation by Stefano Dominella

Happy Birthday Made in Italy!

On the 12th February 1951, a runaway show organized in Florence by Giovanni Battista Giorgini changed the fate of Italian fashion for good, introducing to the world what would become the Made-in-Italy.

Since that day, Italy has “dressed” the whole world, from Hollywood divas to great figures, stirring up a global style revolution that changed the history of our country. This is what the exhibition *Happy Birthday Made in Italy* narrates.

An extraordinary exhibition featuring gowns and materials never seen before, an overview on creativity and handcraft **for both experts and the general public**.

The exhibition, ideated and curated by Stefano Dominella,, will display creations **previously unseen**, coming from important historical archives and from contemporary collections realized through manufacture processes that were great landmarks in the history of international fashion and that still today are followed with indisputable virtuosity, also thank to new technologies.

Plissé, embroideries, millimetric ribbings, hand-painted textiles and many other sartorial techniques will be on focus as well. It will be an occasion to see sartorial wonders from the most important Italian fashion houses.

A video wall, set up in the exhibition areas, will show images and clips narrating the birth of the Made in Italy.

The exhibition is the result of accurate research
specifically dedicated to privilege
unconventional creativities.

Among the 50 creations, just to mention **few highlights**, you can see: Giorgio Armani's jacket; Walter Albini's petit manteau; Max Mara's Oriental-inspired overcoat which has never been displayed before; the iconic creation by Franco Moschino dedicated to milk featuring a wide skirt with the huge print of a black and white cow; the cultivated fashion by Antonio Marras; Emilio Pucci's jersey dress presenting the pattern that made him famous worldwide; from the Gattinoni historical archive the looks of Lana Turner and Kim Novak with their ever so light georgette and satin; Etro's paisley dress with its long train and paisley pattern; Roberto Capucci's organza dress with volants in red and white polka dots; Gianni Versace's metallic knit coat; Valentino Garavani's red; the colourful world of Missoni.

On display, the exclusive creations from these important fashion archives: Giorgio Armani, Gianfranco Ferrè (Fondazione Ferrè), Walter Albini, Antonio Marras, Raniero Gattinoni, Gattinoni, Guillermo Mariotto, Emilio Pucci, Fendi, Alberta Ferretti, Missoni, Franco Moschino, Rocco Barocco, Roberto Capucci, Valentino Garavani, Etro, Max Mara, SportMax, Sorelle Fontana, Antonelli, Albertina, Irene Galitzine, Enrico Coveri, Tita Rossi, Battilocchi, Gianni Versace, Blumarine, Roberto Cavalli, Krizia, Mariella Burani, Prada, Pino Lancetti, Jole Veneziani, Simonetta Visconti, Germana Marucelli, Carosa.

A section of the exhibition will be dedicated to **fashion sustainability** through the display of creations made with environmentally-friendly materials resulted from innovative techniques like upcycling and recycling.

The exhibition-event will be also an opportunity to discuss in depth the topics of the Made in Italy and sustainability during two masterclasses curated by Stefano Dominella, President of the Fashion and Design section of UNINDUSTRIA. The masterclasses will be open to students from the local academies and universities, to the press and local buyers.

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- **EXHIBITION AREA OF 500 SQM**
- **50 CLOTHES OUTFITS EXPOSED ON 50 MANNEQUINS**
- **1 MEGASCREEN FOR VIDEO**

Mariotto srl Company's costs for the realization of the exhibition

- Conception, Artistic Direction, curatorship, supervision;
 - Scientific texts;
 - Clothes for exhibition
 - Mise en forme clothes;
 - Captions for clothes and photos
 - Dressing and dismantling mannequins;
 - Photos and video for exhibition
 - Staff of 4 people in support of the curator;
 - Architect for computo-metric design of the set-up;
- Euro 40.000,00 (plus Iva 22% if necessary)**

Other Items for the realization of the exhibition

- Exhibition spaces and set up (Platforms, mannequins, etc)
- Lighting system (turrets and/or directing faretts for lighting works) with technical staff, sound system for sound music emission during the exhibition with technical staff;
- Catalogue realization or brochure;
- Realization of communication materials for the museum (totem, colophon etc);
- Graphic design;
- Press Office;
- Organization of press conference;
- Catering for exhibition opening and for press conference
- Transport for clothes from Rome to Belgrade and Belgrade to Rome
- Hotel and air flights for staff and for curator;
- Insurance for dresses exhibited;

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