

GLAMOUR ICONS AND FASHION

Photography and Vintage Dresses 50- 60

Curated by Elisabetta Bruscolini and Gaia Casagrande

from **June 16th** to **August 29th**

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Wednesday, June 16th at 18:00 at Aria Art Gallery opens the exhibition "**Glamour Icons and Fashion**" by Elizabeth Bruscolini and Gaia Casagrande. The event, **organized in occasion of Pitti Uomo by In Media Tuscany**, is a dialogue between photography and dresses.

Vintage photos by great photographers capture a period and its atmosphere, together with wardrobe pieces from the famous tailoring company **AnnaMode Costumes** of Rome, which are the essence of glamour and elegance inherent in film costumes of the past and present.

The photographers were the best interpreters of the period and one in particular has represented so flawlessly those years **between the beginning of the 50's and the 70's**, capturing both Italian and international stars during filming on set as well as during their daily life off the set. Focused, relaxed, fascinating shots of **Angelo Frontoni** recreate the charming and intimate atmosphere of a film set. **A special photographic section will be dedicated to Emilio Schuberth**, described by critics as "**the tailor of the Dolce Vita**," the first true star of the Italian haute couture. During his career he has dressed stars such as Rita Hayworth, Gina Lollobrigida, Martine Carol, Ingrid Bergman, Sophia Loren, Monica Vitti and Stefania Sandrelli.

The exhibition is completed with the display of three costumes, which are contemporary of the photos, from the archives of AnnaMode Costumes, a company that has tailored costumes for some of the most important film sets, including one of the latest productions "**Robin Hood**" by Ridley Scott.

"Dive Glamour and Fashion," opens a series of events dedicated to the world of cinema that will continue throughout the entire summer. The exhibition explores the rise of movie stardom through the creation of characters in the film sphere.

In this context, the **European School of Economics** offers a course for costumes in collaboration with In Media Tuscany. The course, starting in September at the ESE campus in Florence, aims to highlight synergies and areas of interest across several parallel levels of aesthetic research often overlooked by critics.