

ALTAROMA

A.I. Artisanal Intelligence “From Costume to Couture”

Art and Artisanship at Sartoria Farani

Curated by Clara Tosi Pamphili and Alessio de'Navasques

26 January 2014
At 6.00pm
Sartoria Farani

The relationship between Costume and Fashion, the reciprocal inspirations that link two of Italy's most creative production sectors, alongside the work of new, highly specialized, visionary designers.

“From Costume to Couture” showcases marvellous, authentic garments alongside costumes that, thanks to the experience of one of the most important costume makers in the world, have inspired the work of couturiers and costume designers alike as if reflecting the images of each others work.

Sartoria Farani owns an amazing collection of authentic pieces and, for more than 50 years, has been making costumes for revered showbiz names as Federico Fellini, Pier Paolo Pasolini and Peter Brook. Known for its ability to experiment and skilfully transform the most visionary dreams of designers and costume makers, on this occasion, in addition to demonstrating the interaction between garments and stage costumes, Farani will also host the works of a select number of young artists, fashion designers and artisans, skilled at using avant-garde materials and techniques.

Luigi Piccolo, who took over the reins from Piero Farani, runs a real workshop/factory where costumes are sewn and welded, where tailors are able to translate the visions of directors and costume makers by inventing new materials or using myriad forms of artisanal techniques. Credit for this ability also goes to the collection of authentic garments that represents a true “costume library” boasting pieces from 1700 to the present time, divided up by geographic areas from all over the world, styles and categories. Balmain, Dior and Schubert are just some of the names whose masterpieces are stored here, thanks to a unique work of preservation and archiving.

On this occasion, those visiting the *Sartoria* will be treated to two stories, the story of Couture, with authentic pieces, and the story of Costume, with pieces that won Oscars, created for costume makers of the calibre of **Danilo Donati** or **Franca Squarciapino**. As confirmation of the value of the A.I. project, *From Costume to Couture* will host a number of international designers who are enthusiastic about presenting their work in Rome.

In this dialogue between Roman sartorial tradition and the new generation of designers, **Irene Galitzine**, Rome's iconic couture house, has decided to present its contemporary, rich, iconoclastic and versatile collection of accessories in metal and rhodoid, testifying to the maison's supreme craftsmanship and ongoing research.

Mirko di Brandimarte, known for his refined, ultra-feminine and unique stylistic taste, makes dresses to maximize female beauty. His creations, the fruit of personal emotions and experiences, are all handmade using experimental working techniques. The hallmark features of his brand include exclusive embroidery, light feathers and sensual see-through fabrics.

Fabrizio Talia, after collaborating with several of the best-known names in fashion - Dior, Cavalli, Moschino and D&G – developed his (es)*Artisanal project, dedicating himself to creative research based on a meld of contemporary art and fashion. He returned to Rome within the context of A.I. with two special pieces dedicated to Roman artisanship treated with gold and silver leaf and rich embroidery featuring original fin de siècle crystals.

Silvia Massacesi, whose work is a mixture of romanticism and avant-garde technology, creates cork bags

whose design traces natural, man-made patterns: dragonfly wings and owl-like shapes, ornamental designs, William Morris and the Wiener Werkstatte.

Thomasine Barnekow is a Swedish designer who surprises his clientele with his magnificent, superior-quality products. The world of gloves explodes in a myriad of forms and options showing a new, unexpected verve: intriguing spirals adorn wrists, sensual braiding climbs up forearms, surprising cuts create futuristic volumes. Contemporary architecture, natural geometries, moulded materials and dynamic colours suggest visions that challenge professional craftsmanship, renewing the identity and perception of the glove as an accessory.

Hh is a brand of accessories for men and women designed by Hiroko Higuchi. The capital letter H is inspired by the male figure, the small one refers to the female: together they make a pair. His creations are embroidered, woven socks whose style is a combination of 18th century styles and contemporary oriental graphics.

Rui Duarte's first love is cinema and then literature: Céline, Genet and Pasolini inspired him in the creation of timeless accessories, leather devoid of stitching or glue, silver clasps to recreate contemporary, tribal beauty. For *From Costume to Couture* Rui Duarte has created 3 pieces dedicated to Pier Paolo Pasolini. Each piece is crafted by hand and painted by the designer himself.

Augustin Teboul is a haute couture brand that focuses particular attention on traditional craftsmanship. The unique aspects of the creations by Augustin Teboul stem from a combination of poetry and gravity, a delicate balance between eccentricity and sobriety. The collections, produced in Germany and created by the designer duo, express coherence and research while always maintaining a conceptual form.

Luca Cruz Salvati is a young Italo-American artist who will be exhibiting *Principi senza principi*, a series of large drawings of young people in 17th century costume where those wearing these historic garments have the faces of youngsters posted online on Eastern European websites for prostitution.

Info:
Alta Roma Scpa
Press Office
Consuelo Aranyi
ufficiostampa@altaroma.it
Ph. + 39 06 6781313