

ALTAROMA

A.I. GRAND TOUR

A.I. Artisanal Intelligence

8 – 10 July 2016

Ex Dogana

Via dello Scalo S. Lorenzo, 10

Curated by Clara Tosi Pamphili and Alessio de' Navasques

Rome as a key stopover of a journey destined to build the identity of contemporary artists and designers.

Celebrating the 200th anniversary of the publication of the first edition of J.W. Goethe's 'Italian Journey', *A.I. Grand Tour* launches the idea of the immortality of the power of travel and tours of Rome. Starting from the 17th century, what was defined as an unrepeatable experience to reinforce the old preconceptions and prejudices about national characteristics, culminated in Italy amidst the ruins of ancient Rome, Palladian villas or the excavations of Pompei. Traces of the appeal of the tour are still apparent in works by artists who never returned home including H.C. Andersen whose collection of sculptures was so large that it could have filled the spaces of a marvelous small Roman museum, literary documents written by Goethe, Baron de Montesquieu and Charles Dickens, films such as 'Journey to Italy' by Roberto Rossellini or 'Room with a View' by James Ivory right up to 'The Belly of an Architect' by Peter Greenway. Rather than a meeting with people of other cultures, the Grand Tour is the exploration of a place or of ourselves, it is the romantic search for experiences dictated by other memories, other forms of architecture and other monuments: a personal quest that involves finding the courage to look beyond, aided by beauty. Based on these concepts, A.I. Grand Tour presents the creations of several designers and artists inspired by travel. Like a symbolic centre, heritage, the deepest of all roots, is represented at this July edition by the last artists /artisans who still make micro mosaic: historic and contemporary works, small pieces of jewelry that represent the first form of the visualization of the image of a memory, the first 'screen' where micro tesserae represent the origin of today's contemporary pixels. The designers chosen express all the characteristics of research, the result of their identity as the researchers and explorers of other worlds empowered by the study of tradition. Subjects like 'Romantic Chemistry' or the re-visitation of the luxury of 19th century headgear crafted by young milliners, elements of Hungarian cultures inspired by Cosmatesque flooring and elegant shoes that describe the complex creativity of a sophisticated traveler.

The dream-like vision of the concept of an element that composes everything, of a tile cut like the archetype of a pixel is created by **Livia Cannella** who, for years, has worked with screen projections as a form of storytelling, projecting images at sites of archaeological and cultural interest, like museums, in what she defines as Scenes of Light.

One of this year's highlights will include an installation referencing travel by **Ophelia Finke**, the artist defined by the Art Catlin guide in 2014 as one of the most talented young British designers of the moment. Finke has already made a name for herself in the world of fashion following her collaboration with McQ Alexander McQueen for the brand's SS 2015 campaign.

The unique phenomenon of the Roman fashion, between couture and cinema, is expressed by a personal dress and a costume designed by Fernanda Gattinoni for a diva like Ingrid Bergman. The costumes for "Europa 51" by Roberto Rossellini who even shoot with her "Journey to Italy" and a coat to describe a relationship between the diva and Madame Fernanda who in 1951 leads to the cover of Vogue and launches the brand in the United States.

DESIGNERS

Boglárka

Boglárka Bagos is a young Hungarian designer who studied at the Academy of Fine Arts in Rome and at the Moholy Nagy Institute of Art and Design in Budapest with a thesis on Rome. Her knitwear transforms the signs of ancient recollections into refined woven patterns that are reminiscent of the inlay of Cosmatesque flooring and the techniques used by goldsmiths to set stones: the garment becomes an artistic artefact thanks to experimentation with working techniques.

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Celeste Pisenti and Stefano Russo

The design duo presents 'Romantic Chemistry', a project consisting of clothing, accessories and images that explores their shared love of experimentation based on a cultural meld of science and philosophy that culminates in beauty. A journey marked by their encounter with neo-classical garments made from precious materials, featuring the luxuriously minimalist shapes designed by Celeste Pisenti and the jewel-like instruments of Stefano Russo. A versatile artist and designer, Stefano Russo steers the project with the confidence of an inventor and the experience of someone who has collaborated with big-name brands of the caliber of Louis Vuitton, Prada, Miu Miu, Armani or Jill Sander for eyewear, but also GSE for whom he designed a luxurious submarine.

Cesare Gatti

The historic Lanificio Cesare Gatti epitomizes the excellence of Made in Italy cashmere. The third generation heir of the family-run business, Cesare Luigi Gatti, has drawn upon the secrets of artisanal tradition to combine them with experimentation in dyeing and manufacturing processes. Vibrant colours, pastel hues and nuances enhance the softness and flawless uniqueness of stoles, scarves and priceless accessories.

Gergei Erdei

A graduate of the London College of Fashion in Fashion Design and Technology, young designer Gergei Erdei has always been fascinated by the signs of time and the patina that covers the relics of the Eternal City. Natural signs that he reproduces in his collection with textures created thanks to the use of handmade dyes concocted with natural pigments in a bid to reproduce the olden-day luster of the clothing worn by 19th century Grand Tour dandies.

Haetts

An ingenious and whimsical re-invention of the *Macarones*, a phenomenon typical of the Grand Tour. Thanks to the style that distinguishes the creativity of these Dutch milliners, skilled in crocheting and the use of natural fibers, originating from nature and chemically untainted, a contemporary version of the hats worn by elegant, eccentric travelers is reborn. A symbol of a journey to Europe to discover the luxurious yet playful aspect of clothing, a process that is not only confined to transcending geographical boundaries.

Manfredi Manara

The son of an Argentine mother and an Italian father, Manfredi Conti Manara was born in Munich in 1990. A graduate of the London College of Fashion, Manara subsequently travelled between London, Paris and New York until finally laying the groundwork for an eclectically luxurious female universe with the creation of a line of footwear bearing that signs of everything that he had seen and experienced during his travels. Statement-making accessories that enhance femininity by telling the creative story of a traveler: a refined taste acquired during his travels to different places, developed with a mature respect for high-end tailoring both in terms of creation and the use of unusual elements including trim

Maria Sole Ferragamo

"Eppur si muove" is a project stemming from Mara Sole's cultural background in architecture. Born in Florence in 1990, after graduating in Architecture at the Politecnico di Milano in 2013, she moved to London to complete her studies with a Master's degree at Central Saint Martins in London, equipping her with all the necessary tools required of a perfect, contemporary designer. Further empowered by her appurtenance to one of the most important families in the history of fashion, she managed to create something new based on the experience of the past. Her accessories are evolutions of Renaissance elements, of ruffs or crinolines, of architecture that adorns the body enhancing its structure. Natural 'cages' that surround the neck or hips consisting of geometrical, interwoven leather: vegetable tanned leather which resulted in her winning first prize at the fourth International Design Competition 'Craft the Leather' organized by **Consorzio Vera Pelle Italian** (Genuine Italian Vegetable-Tanned Leather Consortium).

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Period Features

A brand created by Japanese designer Masakatsu Tsumura, an artist and designer who was fascinated by the idea of dressing and clothing from the time that he was a child. A fascination which led him to experiment with all types of projects related to men. While travelling in India he became mesmerized with the art of making textiles by hand: colorful, fine fabrics with unique textures that are delicate to the touch. A project that speaks of a possible future thanks to the use of sustainable materials used to create contemporary clothing infused with an unmistakable touch of artisanal expertise

Theodora Bak

The cape re-invented by Maria Federica Bachiddu for her Theodora Bak cape collection is inspired by the wardrobe of early 20th century travelers who courageously crossed the world. All unique pieces that, thanks to fabrics like precious silk, wool or ultra-soft cashmere, redefine the identity of this wardrobe staple. Inspired by costumes but also by her own flair, and aided by skilled Made in Italy master craftsmen, she disassembles and reassembles her creations, adding unusual elements to create easy-to-wear, timeless capes.

HERITAGE STORY

Roman Micromosaic

History and tradition represented by one of the most representative techniques of the Grand Tour, micro-mosaic, the creation of replicas of typical scenes inset into jewelry or accessories to represent the image of a place. Faraoni 137 is one of the few workshops at which micro mosaics or miniature mosaics are still created. A workshop established at the end of the 18th century to create tiny, everyday ornaments. A process that creates a dialogue between the brain and the hand involving movements that though often repeated are never repetitive. The process requires infinite patience involving the fragmentation of microscopic tesserae which are then set in glue.

ARTIST

Ophelia Finke

Defined by the Art Catlin guide in 2014 as one of the most talented young British designers of the moment. A student of psychology and anthropology, Ophelia completed her training as a designer at the Central Saint Martins University of Arts. Born in Germany, Finke lives and works between Berlin and London. She made a name for herself in the world of fashion following her collaboration with McQ Alexander Mc Queen for the brand's SS 2015 campaign. Her artistic work is based on installations, design and sketches. Ophelia's work is all about emotion and physical experimentation, she translates psychological recollections into large 'dream-like disasters' consisting in the collage of entirely white objects. Her newest work entitled "*I've toyed with being a filmmaker a stockbroker, even an explorer*" was for a cross-over project between London and Paris entitled 'Explorers'.