

MILANO XL

A Celebration of Italian Creativity

INSTALLATION FACT SHEETS

Installations managed by Confindustria

1. INSTALLATION TITLE: **La Biblioteca dei Tessuti / *The Library of Textiles***

LOCATION: Palazzo della Ragioneria

TRADE ASSOCIATION: Milano Unica with its long-standing partner SMI

PRODUCT CATEGORY: Textiles

For the first time, a massive scenery will take over the façade of a prestigious building in the heart of Milan: the building will become a monumental neo-classical library that, instead of books, will contain thousands of coloured rolls and scraps of textiles that, arranged in an orderly fashion rather than on shelves, will give life to a library of textiles of unprecedented size. Drapes of silk, linen, velvet and brocade will hang from the palace's windows, showcasing Italy's world-class manufacturing of precious textiles with the richness of their textures and hues. At night, there will be also suggestive visual and auditory illusions created by the silhouettes of mysterious individuals visible from the windows that, with a music playing far away in the background, will recreate the magic of a large festival.

2. INSTALLATION TITLE: **Il Salotto delle Gioie / *The Parlor of Jewels***

LOCATION: Galleria Vittorio Emanuele

TRADE ASSOCIATION: Federorafi

PRODUCT CATEGORY: Jewels

A selection by Annalisa Zanni of masterpieces ranging from Pompeii frescoes to Boldini's paintings will constitute a gallery of portraits on the external wall of an octagonal structure in the centre of Galleria Vittorio Emanuele. Women and men from different eras will be on display, wearing jewels made of pearls, diamonds, rubies, gold and precious stones. These bright and colourful items will be recreated in 3D to make them pop out of the 2D paintings. Inside the octagonal structure – surrounded by an exquisite exhibition of original jewels, collected in collaboration

with Vicenzaoro and carefully selected to represent the best of the contemporary jewellery produced by the association sponsoring the installation – there will be a column with the famous *Iron Crown of Lombardy*, the very symbol of power, on top.

3. INSTALLATION TITLE: **Il Cosmo della Bellezza / *The Cosmos of Beauty***

LOCATION: La Rinascente building

ORGANISATIONS: COSMETICA ITALIA with COSMOPROF

PRODUCT CATEGORY: Cosmetics

A spectacular collection of painted masks, each one different from the rest, created and developed by Alessandro Bertolazzi, the 2017 Oscar Winner for the best makeup, will be multiplied to infinity and take over the façade of the La Rinascente building, creating a set on the topic of makeup intended as not only an aesthetic embellishment, but also a means for self-representation and identity construction. The idea is inspired by the etymology of the word cosmetics – in Greek, “*kósmos*” means “order” as well as “ornament” – which refers to the notion of cosmos, of universal order, and therefore to an idea of harmony and peace with ourselves and the world around us.

4. INSTALLATION TITLE: **Vestire il Volto / *Dressing the Face***

LOCATION: Piazza San Carlo

ORGANISATIONS: ANFAO with MIDO

PRODUCT CATEGORY: Eyewear

A 12-metre-tall totem in the middle of Piazza San Carlo will be at the centre of a series of projections creating an amazing show of images, lights and sounds that will liven up the façades of the surrounding buildings. Every night of the event, from 7:00 PM to 12:00 AM, the square will host a video-mapping performance showcasing the best eyewear manufactured in Italy and across the world. It will start with Gianpiero Brunetta's video editing of some of the most important scenes in the history of international cinema in which the glasses on the faces of the most famous stars of yesteryear and today take centre stage. A second film will then guide the audience through the most memorable marketing campaigns dedicated to the history of eyewear: 5,000 images gathered from MIDO's exhibitors to show how the communication associated with glasses and lenses has evolved. The show will end with a feature film focusing on what role eyewear plays today and how this product has become for all intents and purposes one of the fashion accessories defining the style and identity of each person.

5. INSTALLATION TITLE: **L'Ultimo Dono / Last Gift**
LOCATION: Piazza Croce Rossa
ORGANISATIONS: UNIC with Lineapelle
PRODUCT CATEGORY: Leather and Hide (Leather Accessories, Footwear and Apparel)

In the middle of Piazza della Croce Rossa, right in front of the *Monument to Sandro Pertini by Aldo Rossi*, an installation dedicated to leather will focus on the processing of the material, showing its production from the tanning process to the shop window. A wooden rectangular structure will house a gigantic loom, whose threads will support a massive led wall as if it were a piece of hide. The screen will show a 10-minute film about the history of the leather production chain, from the processing of the raw material to the creation of the finished product. The stars of the show will be the creations of Italy's world-class artisan tanning and the production of leather clothing, accessories and footwear as well as fur coats, whose outstanding quality graces high streets across the globe.

Installation managed by Altagamma Foundation

6. INSTALLATION TITLE: **Dalla Bottega alla Vetrina, Il Cinema delle Arti e dei Mestieri / From the Workshop to the Showcase, the Cinema of Arts&Crafts**
LOCATION: Via Montenapoleone

For the first time, the famous via Montenapoleone, the heart of Milan's fashion scene, will become the set for an unprecedented show: the buildings along the street will turn into giant projection walls on which each night the stories of the Arts and Crafts that have made, and still make, the history of Italy's world-class manufacturing will come to life. From weaving to spinning, from tanning to tailoring, from master shipwrights to goldsmiths, from the art of the vineyard to distillation, from printing to cabinet-making – 9 films created with video-mapping techniques and featuring an engrossing soundtrack will create a cinematic dictionary of world-class Italian supply chains and take the audience on a suggestive journey through the worlds behind the city's most glamorous stores. These are true cultural agencies that make shopping in Milan a one-of-a-kind experience.

Created in partnership with


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Installation managed by Fiera Milano

7. INSTALLATION TITLE: *Trionfo d'amore / Triumph of love*

LOCATION: Sforza Castle – Piazza d'Armi

SECTOR ASSOCIATION: SPOSAITALIA

PRODUCT CATEGORY: Wedding attire and accessories

The very heart of the Sforza Castle's Piazza d'Armi will play host to an installation dedicated to the iconography of the wedding ceremony from the seventeenth to the twentieth century. With *en plein air* theatrical scenography, an original journey through images will illustrate the history of weddings from dresses and accessories to jewellery and hairstyles, as well as evanescent architecture, menus and invitations, hailing from the precious public collections of the Collection of Bertarelli Prints.

The installation, organised by the Memoria & Progetto association, will showcase an extraordinary history of the 'most beautiful of days', which for centuries has constituted the pinnacle of the artisan sophistication and artistic creativity of all the various production sectors that converge to celebrate the occasion, from folk prints to aristocratic depictions, portrayed through convivial and surprising scenography in the most typical of wedding traditions.

This project is dedicated to the most glamorous event at Milano Bridal Week, which will take place in April.



Created by Si Sposaitalia Collezioni and **FIERA MILANO**