

# ALTAROMA

Rome, 12 - 16 July 2014  
Complesso Monumentale S. Spirito in Sassia

**The 25th edition of AltaRomAltaModa** returns to animate the capital with an unmissable selection of events including catwalk shows, inaugurations, exhibitions, previews and special projects. **Altaroma** once again confirms its commitment to promoting the excellence of a system, namely fashion, that actively participates in the cultural, productive and economic development of the city and our country. The international spotlights are once again trained on the Eternal City, making art, culture, tradition and contemporary creativity available to the city.

The artist invited to represent the **25th AltaRomAltaModa event** is **DAIN** with the image entitled *If The Shoe Fits*. His art points to a disjointed harmony which simultaneously complements and detracts from the whole, becoming a paradigm of a coherent dialogue between the past, the present and the future, between art, fashion and cinema, though a comparison between languages and eras, in perfect keeping with **Altaroma's** mission which, for the first time ever in Italy, will feature a special project by the American street artist with the mounting of the never-seen-before exhibition **DAIN | Tribute to Rome**. An important sign that highlights the attention of the city of Rome and institutions to fostering a creative movement often used to give a different face, not only from an artistic viewpoint but also in terms of social inclusion, to entire districts and nodal centres of city life, especially in the outskirts. Prime examples are the public art project *SanBa*, targeted at highlighting the area of San Basilio through the involvement of its inhabitants and international artists for the recovery of the "blind" facades of buildings, and *Avanguardie Urbane Roma Street Art Festival 2014*, featuring widespread initiatives whose protagonists include several prominent French and Italian artists in a comparative journey amidst the languages of new generation street art. Promoted by Roma Capitale, these projects represent an immersive intervention in that shared, creative project targeted at maximizing the "great beauty" of the peripheral areas of Rome.

As is customary, the **July 2014 edition of AltaRomAltaModa** will be held from 12 to 16 July at Complesso Monumentale S. Spirito in Sassia. The event will unfold amidst the backgrounds and colours of Rome, revealing fascinating *locations* of the calibre of **Palazzo Braschi, Horti Sallustiani, Le Scuderie di Palazzo Ruspoli, Museo Nazionale Etrusco di Villa Giulia** plus an **ultra-contemporary space** located in Trastevere, between the Botanical Garden, the Tiber and the Gianicolo which will open, on a **one-off basis, especially for A.I. and Altaroma**. Welcoming time-honoured couture houses, the fruit of emerging creativity, of innovation and of the entrepreneurial realities that animate the Italian and international fashion system, to Rome, at several of its most emblematic locations, serves as a one-of-a kind opportunity which, year after year, makes our city increasingly interesting on a global level.

The events hosted at these sites can be accessed by the public on the days and months following the event.

Iconic couture houses **Curiel Couture, Renato Balestra** and **Sarli Couture** confirm their presence on the Altaroma calendar. In addition to the well-established names of Italian Haute Couture, **Antonella Rossi, Giada Curti, Luigi Borbone** and **Sabrina Persechino** return to the Roman catwalks with their F/W 2014-2015 collections. This edition will also see two new entries on the Roman haute couture scene: **Rani Zakhem** and **Peter Langner**. Additionally, the **Antonio Grimaldi Haute Couture** brand will also be back with the presentation of an exclusive capsule collection.

**Altaroma** and **Bulgari**, have teamed up yet again in a project targeted at supporting **Save the Children**, with the presentation of the book "**Forma/Luce**", published by Drago, and a photographic exhibition.

An evening event featuring the presentation of a series of portraits of **Isabella Ferrari**, taken by photographer **Max Cardelli**, alternated with the reading of poetry written by **Aldo Nove** on the **female universe**. The whole accompanied by touching, insightful commentary by **Francesco Clemente**.

Eager anticipation for the 10th date with "**Who Is On Next?**", the scouting project conceived and developed by **Altaroma** in collaboration with **Vogue Italia** for the search and promotion of young designers on the national and international scene which, this year, will include the "**10th Anniversary Who Is On Next?**" exhibition, celebrating the project's ten-year milestone. The 10th anniversary event will feature an overview detailing the creative vision of talents who, from the first year to-date, have graced the Altaroma catwalks.

**yoox.com**, the world's leading online lifestyle store for fashion, design and art confirms, once, again its commitment to the support of young designers and renovates the long-term partnership with "Who Is On Next?".

**yoox.com** will guide the designers in the development of their brands, by offering the winners of "Who Is On Next?" 2014 an international visibility through the global window of its e-commerce channel, available in more than 100 countries worldwide.

A slew of young designers hailing from **Altaroma's** creative "breeding ground", including **Esme Vie**, **Fabio Quaranta**, **Greta Boldini** and **San Andrès Milano** will present their collections. Young designers who have once again chosen the capital to present their S/S 2015 collections. Rome thus confirms its role as an ideal location to give exposure to ideas and free expression, intercepting the demand of new markets, increasingly aware of quality, craftsmanship and contemporary creativity.

**Esme Vie**, a brand launched in 2013 by **Julia Voitenko**, winner of the ninth edition of "Who Is On Next?", returns to Rome with an exclusive preview of its new Summer 2015 Collection, featuring the presentation of the brand's prestigious evening line, together with combinations of vintage inspiration upgraded with a contemporary twist.

Discovered at "Who Is On Next?" and the 2010 winner in the men's category, **Fabio Quaranta** presents a S/S 2015 collection that plays on the aesthetic dichotomy common to several well-known celebrities in the world of art, music and literature, all protagonists of the last fifty years of the history of international culture. A chorus of often controversial voices and strong identities that allows the designer to move freely on the dividing line which, since the very beginning, has distinguished the sartorial elements of garments designed for the workplace.

**Greta Boldini**, a finalist brand at the 2013 contest, stemming from the alchemy of the creative minds of **Alexander Flagella** and **Michela Musco**, presents a S/S 2015 collection which, based on the techniques of a "Four Hand"oeuvre, stirs the imagination of more sensitive souls by taking them in discovery of four seemingly different worlds: the cinema of David Lynch with his masterpiece Mulholland Drive; the incontrovertible glamour of Sofia Coppola; the melodic tales of Lana Del Rey and, finally, the awe-inspiring paintings by Hopper.

A finalist at the eighth edition of "Who Is On Next?", **San Andrès Milano** returns for the fourth time to the Roman catwalks : *Roma...Amor de Mis Amores* is the title of his preview collection for the forthcoming summer season. Two worlds permeated by a cultured, intellectual romanticism, in an alternation of emotional frames destined to dictate the nature of an intense, unique career path. Rome and Mexico City. These are the settings within which the woman featured in the *San Andrès Milano* collection for the forthcoming S/S 2015 collection lightly flits.

To further reinforce the space given to the promotion of young talents, **Altaroma**, in collaboration with **Vogue Talents**, takes pleasure in presenting **A View On Talents**, a selection of Italian designers, curated by **Sara Maino**, Senior Editor di Vogue Italia and Vogue Talents.

The partnership between **Altaroma** and **Vogue Italia** has been renewed and, like the scouting project "Who Is On Next?", once again confirms a desire to support young talents and nurture fresh, innovative experimental creativity.

The **AltaRomaAltaModa** events calendar will also see the presentation of the work of 3 brands, **Charles Philip Shanghai**, **Isa Arfen** and **Marco Rambaldi**, who actually gained well-deserved recognition while participating in the scouting project sponsored by **Vogue Talents**.

Following the presentation of the catwalk collections ,the event will continue with a journey in discovery of the alluring atmosphere of the **Rome Marriott Grand Hotel Flora**, a sophisticated Italian Liberty-style residence built in 1907, where the sixth edition of **Room Service** will be staged. The project, developed and curated by **Simonetta Gianfelici** for **Altaroma**, once again confirms itself as an expression of sartorial tradition and Italian craftsmanship rendered contemporary through the vision of young creative talents.

Each suite will be transformed into intimate reception rooms, elegant ateliers and refined workshops, where the S/S 2015 preview collections of fifteen brands, seven of which are Roman will be showcased: **Alberto Zambelli**, **De Couture**, **Domiaso**, **F2A**, **Federica Berardelli**, **Flamina Barosini Jewellery**, **IJO**, **L.Rousseau**, **Le Madamadorè**, **Poshead**, **Retropose**, **Voodoo Jewels**. Furthermore, thanks to a collaborative partnership with the **International Trade Centre (ITC) Ethical Fashion Initiative**, a special section will also be dedicated to the creativity of three Ghanaian brands **Anita Quansah London**, **Christie Brown** and **Mo Saique**. Hence, guests will be treated to an exclusive preview of the F/W 2014-2015 collections, amidst clothing, accessories and jewellery, which will then be available in a private sale on Monday 14 and Tuesday 15 July. A special order and made-to-measure service will also be available on request.

For this edition, **A.I. Artisanal Intelligence**, an initiative promoted by **Altaroma**, will present the **A.I. "Roman Inspirations"** project, curated by **Clara Tosi Pamphili** and **Alessio de' Navasques**. At his new gallery, scheduled to open officially in September, as an exclusive favour to Altaroma and A.I., **Giacomo Guidi** will provide a unique space and part of his collection to create a dialogue between international artists and young designers.

The immobile spectators of the exhibition will be a group of mannequins dressed in garments designed by **Sartoria Farani** and **Annamode**, chosen in keeping with the historical period and the style of the artists. Though all of International standing, the artists showcasing their works nevertheless have close ties with Rome not because they were born here but for artistic and professional reasons. The artists involved include **Jannis Kounellis**, **Nahum Tevet**, **Gerold Miller**, **Sophie Totti**, **Matteo Montani**, **Maurizio Donzelli** and **Hidetoshi Nagasaw**, all established names who, thanks to their standing, will support and help channel the energy of young designers of the likes of **Arthur Arbesser**, **Mario Caruana**, **Paola Balzano**, **Bradaric-Ohmae**, **Andrés Romo**, **Catherinelle**, **Borgenni**, **Giannico**, **Jeni**, **Albanese**, **Nora Renaud**, **Cascàmi**. Costumes from "The Great Beauty" designed by Sartoria Annamode, but also those of "The Marvels" by Sartoria Farani will be on display alongside other costumes by the same couturiers which will dress the mannequin-like visitors. Videos and other documents including images, sketches, film posters and photographers will give added insight to the "visible research" under way.

And then again, in keeping with Altaroma's most heartfelt mission, aware since the very beginning of respecting and keeping alive the healthy and necessary co-existence of tradition and innovation, in support of the purest heritage, craftsmanship, places and concepts too often neglected, **Maglificio** continues its journey in discovery of **Made in Italy knitwear** in collaboration with **The Woolmark Company** to present the most original Italian and international creations, all strictly produced in Italy. The Scuderie di Palazzo Ruspoli, located in the heart of Rome, will host this edition of the exhibition, in which will be developed the theme of "FLORA & FAUNA" curated by **Federico Poletti** in collaboration with **Modateca Deanna**, International Fashion Documentation Centre which, thanks to its collection and expertise has supported the project since its inception.

In a bid to profile tradition and forward-looking Italian entrepreneurship, **Altaroma** will host "**Made in Italy. Una Visione Modernista. Johnny Moncada - Gastone Novelli - Achille Perilli**", curated by **Valentina Moncada**, at the Museo Nazionale Etrusco di Villa Giulia. The exhibition aims at highlighting the dialogue between fashion, art, photography and design during the years of "La Dolce Vita", evidencing the unique meeting of these disciplines, from 1956 to 1965, with the creation of catalogues featuring the collections of **Luisa Spagnoli**, and the incredible synergy that was created among several of that period's most avant-garde artists, photographers and designers. In particular, the exhibition will provide insight into the extraordinary collaboration among the designer, the granddaughter of the founder who, at that time had taken over the artistic direction of the Luisa Spagnoli couture house, fashion photographer **Johnny Moncada** and artists **Gastone Novelli** and **Achille Perilli**.

"**Black Celebration**" falls within the context of the privileged marriage between art, fashion, design and music. The display project, developed and curated by **Nunzia Garoffolo**, stems from a desire to celebrate black. An evocative exhibition of fashion, haute couture and demi-couture, dresses, accessories and jewellery that speak of Made in Italy elegance, uniqueness and craftsmanship, created by revered couturiers and renowned creative talents.

The collaboration between **Altaroma** and the **International Trade Centre (ITC) Ethical Fashion Initiative** continues not only with the presentation of well-established Italian-Haitian designer **Stella Jean**, but also a selection of designers from Africa: five of Ghanaian nationality plus a special guest from Nigeria. **Duaba Serwa**, **Mina Evans** and **Lisa Folawiyo** (Nigeria) will present their collections on the catwalks of Altaroma together with that of **Stella Jean**, featuring a mix&match of wax prints and impeccable Italian-style workmanship. Additionally, the three Ghanaian brands **Christie Brown**, **Mo Saïque** and **Anita Quansah London** will participate in Room Service as special guests.

Hot on the heels of the success obtained at the first edition, the project "**Be Blue Be Balestra**", a tribute to one of the two masters of Italian haute couture, intent on reformulating the initiative by, this time, involving the Rome-based **Accademia di Costume e Moda**, returns under a new guise. A new edition, conceived with the aim of combining the experience of the Alta Moda Balestra couture house with that of a new generation of aspiring designers who have just finished their training.." **Be Blue Be Balestra**" is an appointment that, year after year, will involve a different fashion school, to enable youngsters to acquire and put traditional skills into practice, by offering them exposure as they seek to gain a foothold in the world of fashion.

A cultural value to further strengthen and safeguard the art of *haute couture* and sanction the **twinsip**, "**Tandem Rome-Paris**", of the only two cities in the world that boast an immense historical legacy in *haute couture*.

**Altaroma** once again confirms its commitment to nurturing, supporting and promoting training: the catwalks of Rome's High Fashion will be graced by **Accademia Costume & Moda**, **IED Rome**, **Accademia Altieri**, the **Scuola di Moda Ida Ferri**, **Accademia Koefia**, **Creazioni di Moda Maria Maiani**, **Accademia Italiana**, **Accademia Nazionale dei Sartori** and the Rome-based **Accademia di Belle Arti**. Additionally, this year's event will also include **Off Fashion in Rome**, a collective catwalk mounted by Polish designers at the Gardens of the Polish Embassy.

With video previews, talks, conferences and store openings, the off-site events staged at the event are increasingly numerous and interesting, testifying to the fact that the **AltaromaAltaModa** fashion week is increasingly viewed as yet another opportunity for promotion.

At this 25<sup>th</sup> edition **AltaRomAltaModa** confirms itself as a repository celebrating all-round creativity, thus consolidating Rome's role as a platform of excellence on an international level, promoting a contemporary interpretation of the concept of *haute couture*, intended as the transposition of a glorious past transformed into a desire for free expression and personalization, by encouraging a concept of genuine creativity in a context devoid of deeply entrenched conventions.

An event that has grown significantly over these past few years, thanks to the invaluable support of **Altaroma's** partners including, first and foremost, **Camera di Commercio di Roma** and then **Roma Capitale**, **Regione Lazio** and **Provincia di Roma**. Of no less note is the precious support offered by partners and sponsors of the calibre of **L'Oréal Professionnel** which, thanks to its decade-long support of Altaroma, has contributed to promoting the image of the event both in Italy and abroad

A special mention also goes to the **Italian Trade Agency (ITA)** for its support as regards the incoming of the press and foreign buyers and, as a consequence, all activities pertaining to the globalization of *Made in Italy* and *Made in Rome*.

**AltaRomAltaModa** once again strives to involve the city and give "runway" fans a chance to experience its legacy thanks to its consolidated **partnership with Dimensione Suono Roma**, the official voice of Altaroma, which will feature the event on air and online, combining a passion for style and fashion with the energy of music. Furthermore, thanks to a radiophonic contest, several listeners will have a chance to participate live at the fashion shows.

Information regarding fashion week dates (an updated calendar, geolocalization of the events and press releases) will be available in real time thanks to the **Altaroma App** for smartphones and tablets, which can be downloaded free-of-charge, thereby allowing the public to view all events intuitively.

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