

ZEGNART, A PLATFORM FOR ACTION IN CONTEMPORARY ART CREATED BY ERMENEGILDO ZEGNA.

Rome, 21st March 2012 - ZegnArt is a structured set of activities of the Ermenegildo Zegna Group in a contemporary context. Included under this common designation are all the various projects implemented by the company in Italy and abroad in the field of visual arts, in collaboration with artists, curators, institutions and cultural institutions.

ZegnArt is designed as an independent commitment that is both complementary and a continuation of the activities of Fondazione Zegna, and is aligned with a tradition of the family and the business that dates back to its founder Ermenegildo, ZegnArt is based on the principle of the company's strong participation in every phase of the design and implementation of each individual initiative, with the aim of creating a virtuous circle able to forge a meeting point between two worlds – that of business and that of culture.

ZegnArt is structured in three main areas, each characterized by its own mission, by a precise area of intervention and by a different curatorial system:

- Public
- Art in Global Stores
- Special Projects

This triple structure makes it possible to identify the specific aspects of each section, providing greater comprehension on the part of the public, shedding light on the differences between the areas, and positioning the commitment of the Group within the visual arts as a complex whole that is created from different coordinated actions, expressions of a unique and consistent project design.

PUBLIC

Public is a long-term project that functions as an annual format of commissions and residencies based on the principle of dialogue and mutual exchange with developing countries and their institutions. By way of an ideal combination that includes the commissioning of public artwork and a residential research grant program, Public aims to promote a new mode of exchange and cultural contamination through contemporary art. Starting from the identification of the countries with whom a partnership could be established, one per year, the project calls for the activation of a single program split two ways: the first part calls for the onsite construction of a work of public art commissioned from an artist in mid-career from within the host country and created in collaboration with a local institution of international profile; the second part is the financing of a residency offered to a young artist from the host country who is invited to spend a research period in Italy.

ZegnArt Public looks at contemporary art as an experience capable of stimulating the comparison between cultures, fostering the exchange of knowledge and resources and, as a model of education, supporting the growth of ethical and civic values. The public space can be experienced in different ways: it is a place of negotiation and exchange, a space of resistance and debate. The mission of ZegnArt Public is to explore this range of possibilities in social and cultural contexts that are very different from one another. The entire project is curated by Cecilia Canziani and Simon Menegoi, who in turn work directly with the curator of the cultural institution in the selected location.

Public has been launched with a three-year operational calendar, in which India is the protagonist of the first episode (2012) and then Turkey (2013) and Brazil (2014).

India is therefore the first country in which Public will intervene, and the selected city is Mumbai. This context could not be more meaningful, complex, difficult and stimulating. The first task of ZegnArt Public will be to test the concept of public space in comparison with the urban fabric of India's most densely populated city.

The institutional partner of the project in Mumbai is the Dr Bhau Daji Lad Museum (www.bdlmuseum.org), the oldest museum in the city, whose collections document the applied arts and everyday life in Mumbai in the nineteenth century. Under the guidance of its director, Tasneem Mehta, the museum has opened its doors to contemporary art with an ambitious and far-sighted program that involves Indian artists. The choice of this institution was formed on the basis of a common vision of art as a factor for development and awareness-building of the entire community. Over the next few months, along with Tasneem Mehta, ZegnArt Public will explore and experience the Indian art scene and will present an offer for its first public commission.

SPECIAL PROJECTS

Special Projects is a container designed to collect projects of significant profile and commitment that are distinctive in respect to Public and Art in Global Stores in terms of their characteristics and methodologies. These projects are presented in collaboration with cultural institutes or originate from particular contexts.

The Special Projects do not have a single curatorial guidance, but are assigned from time to time to different curators based on the type of project and the artists involved, with the aim of giving a voice to protagonists of the contemporary art scene.

The first appointment for ZegnArt Special Projects will premiere in Rome on March 21, 2012. Realized in collaboration with MAXXI, National Museum of XXI Century Arts, with support from the Centre for Sustainable Fashion, London College of Fashion, "Fabulae Romanae" is a special commission by Ermenegildo Zegna to Lucy and Jorge Orta that is curated by Mary Luisa Frisa. The installation was designed specifically for the site, will be exposed to the public from March 22 to September 23, 2012, and will be part of the new staging of the MAXXI Art Collection, "Tridimensionale."

At the closure of the exhibition, one of the works of art within the complex installation will be donated by Ermenegildo Zegna to the MAXXI, where it will be included as part of the museum's permanent collection.

ART IN GLOBAL STORES

Art in Global Stores is a special program that consists of the commissioning ad hoc artwork from internationally renowned artists with the scope of creating art that is inspired by the spirit and philosophy of the Zegna Group.

All works are designed to be hosted within the Ermenegildo Zegna Global Stores. The project attests to an essential part of the identity of the Group that sees art as a vital and indispensable tool for research and development, and seeks to bring together art and an international audience.

Gildo Zegna, CEO of the Ermenegildo Zegna Group has commented on the project: "ZegnArt gathers under one common project a series of activities that we, as a company, propose to create within the contemporary arts in Italy and abroad, and is the natural continuation of a commitment that the company and the family have always felt. In our view, ZegnArt is the premise for the creation of new a concept of new ties and opportunities for dialogue with different worlds and partners. The intangibility that characterizes the project combined with its consistent and long-term nature make ZegnArt a place where the vital forces of our time can come together, be put on display, become accessible to the public, perform an exchange and create value that reverberates within the community and the territory. The ambition is, in fact, to design a new way of intervention where the "reciprocity" of the encounter between different worlds is the cornerstone around which to build the future."

www.zegnart.com

Rome , 21st March 2012 - Ermenegildo Zegna at MAXXI with a special contemporary art project: new installation by Lucy and Jorge Orta that was specially commissioned by Zegna and is a result of the direct collaboration between the company, the artistic duo and the Museum.

Lucy + Jorge Orta *Fabulae Romanae*
A project curated by Maria Luisa Frisa
MAXXI – National Museum of XXI Century Arts, Rome
Part of “Tridimensionale” -- a new exhibition from MAXXI’s permanent Art collection
22 March – 23 September 2012

The first special initiative by Ermenegildo Zegna within *ZegnArt*, a multifaceted and multi-year project in which they are committed to be in the forefront within the field of contemporary visual arts, will be unveiled today at MAXXI - National Museum of XXI Century Arts.

In collaboration with the MAXXI and with the support of the Centre for Sustainable Fashion, London College of Fashion, the company commissioned Lucy and Jorge Orta to create an installation conceived expressly for the space, which will be part of the new display of MAXXI Art Collection “Tridimensionale.” The work will be exhibited to the public from March 22 to September 23, 2012.

“*Fabulae Romanae*” (Roman Tales) curated by Maria Luisa Frisa, is a complex installation dedicated to Rome and specifically designed for MAXXI. Almost like a narrative tale, shown through the new sculptural works created by the artists and the video performance that was held without an audience, the installation offers the museum, which is an icon of the contemporary city, a symbolic *excursus* along the traces of the artists’ research work: starting from the key theme of the tent -- “a nomadic form of shelter” as described by Maria Luisa Frisa -- and *Refuge Wear*, the small, portable “habitat” which combines in a single conceptual solution the physical, social, and symbolic functions of architecture and clothing, up to *Spirits*, the ethereal sentinels entrusted with the task of restoring the vital breath of the city and articulated through poetic verses by poet Mario Petrucci.

At the closure of the exhibition, one of the artworks within the installation will be offered by Ermenegildo Zegna to the MAXXI, where it will be included as part of the Museum’s permanent collection.

Lucy and Jorge Orta have collaborated together since the early Nineties. Through their work, which is heavily focused on the exploration of issues that emerge within contemporary society, they investigate the connections between individuals, communities and urban spaces through a complex dialogue of ethics and aesthetics, which aims to inspire a “re-action” on the part of the public. The encounter between the Ermenegildo Zegna Group and the Orta duo was inspired by the sharing of values: Lucy and Jorge Orta recognized the principals of ethics and sustainability within fashion that form the philosophy of the company and have always been part of the culture of Zegna.

The continued research conducted by the artists concerning the materials used in their creations also played a relevant role: the installation was made with special innovative technical fabrics created by Zegna and chosen by the artists for their material and technological qualities, which represent a symbolic function of protection.

With *Fabulae Romanae* the *ZegnArt* project, which encompasses a set of activities carried out by Zegna in the field of contemporary art, takes wing. Based on the concept of the company’s strong involvement in all phases - from conception to the realization - of the various initiatives, *ZegnArt* seeks to construct a truly virtuous circle around the concept of partnership, creating a meeting point between two seemingly distant worlds, that of business and that of culture.

Fabulae Romanae a project by Lucy and Jorge Orta

Presentation by Maria Luisa Frisa, curator

*... but I stress/everything upwards/strained and tested
between – between/man and woman or/earth and sky
as the Roman/awaiting that/Imperial thumb
in its Coliseum/suspended I/live or die. (Mario Petrucci)*

The *Fabulae Romanae* project, commissioned by Ermenegildo Zegna and specifically conceived for MAXXI, generates from the seminal art practice of the contemporary artists Lucy + Jorge Orta and it operates within that interdisciplinary space where art, fashion, design, architecture and poetry co-exist, thus becoming a sentinel of the opening scenarios and complexity of our times.

Orta's artistic research has consistently pointed in the direction of social, anthropological and philosophical themes, underlining art's critical force in recounting and addressing the emergencies of contemporary living. Their body of work has engaged and debated on topics of daily life such as journey, nomadism, mobility, shelter, survival, living conditions, sustainable development, thus evoking universal themes that range from the value of roots and origins, to the relevance of community and the respect of human rights. Lucy + Jorge Orta build (in works like *Refuge Wear* or *Body Architecture*) shelters, clothes, cocoons that transform the relation of the individual with the surrounding environment.

Orta envisioned the MAXXI project on invitation of Ermenegildo Zegna, in the context of the company's involvement in the field of arts and coherent with its social engagement, as a message of interconnection between ethics and aesthetics. *Fabulae Romanae* originates from the most cherished form of the artists duo's language: the tent, the hut, the dome meant as nomadic system of shelter, easy to adapt to any circumstance, but at the same time a symbolic and sacred form by definition. At the same time, *Fabulae Romanae* represents an extension and new direction of the artists' expression by creating and outlining a series of characters - Spirits - that though their garments embody the life and the emotions of the city. They become messengers of the noises and experiences of the urban daily life.

The project assumes the meaning of “homage” to Rome, but it is also a reinterpretation of the city through the Domes Dwellings and the Spirits - wearable sculptures on display in the museum - and the movement of these elements through the film's storyboard.

The Zegna fabrics, thanks to their characteristics, the outstanding performances and the flexibility of use, are the actors interpreting the fundamental concepts of the artists' research: protection, sheltering, movement and ethics at the forefront of the contemporary emergencies.

The installation addresses MAXXI (the museum as a contemporary symbol of Rome) as the central point of a metaphorical map outlining new trajectories through the city. The project inputs grow into new paths, both physical and cerebral: a novel network of relationships between ancient beauty and current shapes; between living habits that in a fluid and ever changing way reinterpret the ancient urban structure. The city is lived and interpreted as a welcoming space multiethnic and comprehensive, where the trajectories of beauty, goodness and convenience meet. This is also the direction taken by the performance, where the Spirits move, accompanied by the poems of Mario Petrucci, wearing the complex garments, that together with the domes are a fundamental part of the installation.

Walking, looking, thinking, imagining, planning. And reinstating.

Maria Luisa Frisa

DATA SHEET

Lucy + Jorge Orta Fabulae Romanae

A project commissioned by Ermenegildo Zegna Group
curated by Maria Luisa Frisa

MAXXI - National Museum of XXI Century Arts, Rome

Within MAXXI Art collection new display—"Tridimensionale"
22 March – 23 September 2012

Copyright: Lucy + Jorge Orta
Concept Lucy + Jorge Orta

Assisted by Studio Orta: Charlotte Law, Roxane Andres,
Susan Leen, Michel Aubry, Nicolas Doerler, Jean-Paul Oliviera
&

Alumni from London College of Fashion
Mio Jin, Lara Torres, Oliver Ruuger, Sum Yu Li

Curatorial research assistant: Camilla Palestra
Communication assistant: Zoe Beck

Film credits

Directed by David Bickerstaff
With the assistance of Simona Piantieri
Edited by David Bickerstaff

Poetry by Mario Petrucci
Narration by Clare Corbett and Aldo Alessio

Special thanks to
FAI Fondo Ambiente Italiano and Villa Gregoriana Park

LUCY+JORGE ORTA – THE SPIRITS SCULPTURES

Fabulae Romanae is a symbolic excursus across the city of Rome through the eyes of ten ethereal Spirits who draw from archaeological and historical research Lucy + Jorge Orta conducted in Rome and observations on the cultural and social map of the city.

As the film unfolds, these contemporary sentinels silently take over the city: we encounter the Traveller under the Castel Sant'Angelo bridge and in the Trastevere back streets; the Observer overlooking the Sacro Cuore dei Monti and the Isola Tiberina; the Tunneler and the Myth Maker in the Villa Gregoriana Park; the Flying Man, Chariot Rider, Memory Man, Bale Maker... all reflected through the verses of a narrated poem written by Mario Petrucci that was commissioned by the artists for the film.

The Spirit sculptures were created by Lucy + Jorge Orta and their team at Studio Orta with the collaboration of alumni from London College of Fashion: Chloé Gayet, Mio Jin, Lara Torres, Oliver Ruuger and Sum Yu Li. The video was filmed and edited by David Bickerstaff and the still photography was conducted by Paul Bevan.

Fabulae Romanae has been made possible through ZegnaArt, a commission by Ermenegildo Zegna for MAXXI National Museum of XXI Century Arts.

LUCY + JORGE ORTA

BIOGRAPHY

Lucy Orta was born in Sutton Coldfield, UK in 1966 and Jorge Orta was born in Rosario, Argentina in 1953. They founded Studio Orta Paris in 1991.

Lucy + Jorge Orta collaborative practice focuses on a number of sustainability issues tackling the ecological and the social factors to realise major bodies of work employing a number of mediums ranging from drawing, sculpture, installation, object making, couture, painting, silkscreen printing and Light Works, as well as staging workshops, ephemeral interventions and performances. The most emblematic series are: *Refuge Wear*: and *Body Architecture*: portable minimum habitats bridging architecture and dress; *HortiRecycling*: the food chain in global and local contexts; *70 x 7 The Meal*: the ritual of dining and its role in community networking; *The Gift*: a metaphor for the heart and the biomedical ethics of organ donation; *OrtaWater*: the general scarcity of this vital resource and the problems arising from its pollution and corporate control; *Antarctica*: international human rights and freer international migration; *Amazonia*: the value of the natural environment to our daily lives and to our survival.

The Ortas' artwork has been the focus of major solo exhibitions, including: *The Curve*, Barbican Art Gallery London and *OrtaWater*, Fondazione Bevilacqua La Masa Venice (2005), Museum Boijmans Van Beuningen Rotterdam (2006), and Galleria Continua Beijing / San Gimignano / Le Moulin (2007–8); *Antarctica, Biennial of the End of the World*, Ushuaia, Antarctic Peninsula (2007), and Hangar Bicocca spazio d'arte Milan (2008); Amazonia, Natural History Museum London (2010). In 2007, the artists received the Green Leaf Award for artistic excellence with an environmental message, presented by the United Nations Environment Programme in partnership with the Natural World Museum at the Nobel Peace Center in Oslo, Norway.

Parallel and feeding into their practice Lucy + Jorge Orta are developing a cultural heritage regeneration program along the Grand Morin river, Marne-la-Vallée in the former industrial sites of [La Laiterie](#) (Dairy) since 2000, the Moulin de Boissy and the Moulin Sainte-Marie, two historical paper mills, since 2007 and 2009, respectively. They have relocated their studios from Paris and have founded Les Moulins, a non-profit research centre for interdisciplinary workshops and residencies to promote the creation and presentation of experimental in-situ artworks.

MARIA LUISA FRISA

Maria Luisa Frisa, fashion critic and curator, is Director of the Degree Programme in Fashion Design at the Faculty of Arts and Design of the IUAV University of Venice.

She curated the following exhibitions (and catalogues): (with Francesco Bonami and Stefano Tonchi) *Uniform. Order and Disorder* (Firenze-New York, 2001); (with Stefano Tonchi) *Excess. Fashion and the Underground in the 80s* (Firenze, 2004); *Italian Eyes. Fashion Photography from 1951 to Today* (Milano, 2005); (with Francesco Bonami and Stefano Tonchi) *Human Game. Winners and Losers* (Firenze, 2006); she was associate curator for *Contromoda. La moda contemporanea della collezione permanente del Los Angeles County Museum of Art*, italian edition of the exhibition *Breaking the Mode* (Firenze, 2007); (with Judith Clark and Vittoria C. Caratozzolo) *Simonetta. The First Lady of Italian Fashion* (Firenze, 2008); *Pasquale De Antonis. La fotografia di moda 1946-1968* (Roma, 2008); *Lei e le altre. Moda e stili nelle riviste RCS dal 1930 a oggi* (Milano, 2011). She curated the Style section of the exhibition *Ermenegildo Zegna. Dalla fabbrica dei tessuti alla fabbrica dello stile [Ermenegildo Zegna. A Century of Excellence]* (Milano, 2010-Pechino 2011).

She has edited the following books: (with Mario Lupano and Stefano Tonchi) *Total Living* (Charta, 2002); the catalogue of the 50th Venice Biennale International Art Exhibition *Dreams and Conflicts. The Dictatorship of the Viewer* (Marsilio, 2003); *Raf Simons Redux* (Charta, 2005); *Gianfranco Ferré. Lessons in fashion* (Marsilio, 2009).

Among the recent publications: (with Stefano Tonchi) *Walter Albini and His Times. All Power to the Imagination* (Marsilio, 2010); *Italian Fashion Now* (Marsilio, 2011); (with Marco Ricchetti) *Il bello e il buono. Le ragioni della moda sostenibile* (Marsilio, 2011).

She conceived for *Alta Roma Fashion on Paper* (2009), the first festival dedicated to independent fashion publishers and magazines.

She is director for Marsilio Editori of *Mode*, the series of books devoted to the ideas and figures of the fashion world.

She was founder, together with Stefano Tonchi, of the independent magazine "Westuff" (1983-87).

She conceived "Emporio Armani Magazine" for Giorgio Armani SpA, for which she was consultant (1987-2003).

She's a member of AICA International Association of Art Critics.

ERMENEGILDO ZEGNA

Ermenegildo Zegna has been Chief Executive Officer of the Ermenegildo Zegna Group since 1997, having served on the Board since 1989. He is also chairman of Agnona, the Zegna Group's ladies luxury textile and ready-to-wear brand. Previously, he held senior executive positions within the Zegna Group.

He is Member of the International Advisory Board of IESE BUSINESS SCHOOL OF NAVARRA.

In 2011 he was nominated Cavaliere del Lavoro by the President of the Italian Republic.

Zegna, a benchmark for the entire luxury fashion industry, is an organization that is fully integrated vertically, sourcing wool at markets of origin right through directly operated stores. Under the guidance of the fourth generation, the Group expanded its network of 558 stores, of which 313 DOS in over 80 countries, in 2011 reached consolidated sales of over 1,1 Billion euro, achieving global leadership in men's luxury wear.

The growth is based on an increasingly wide-reaching portfolio of products and styles – formal, casual and sports apparel, avant-garde lines, shoes, leather accessories, and under licence fragrances, eyewear, underwear and watches.

A graduate in economics from the University of London, Ermenegildo Zegna also studied at the Harvard Business School. He is married to Elena Capra and has two sons.

ANNA ZEGNA

Anna graduated in political sciences in Lausanne in 1980 and did post graduate studies in advertising and marketing at Watford College, Watford (London) in 1981.

Immediately applying her communication skills, she headed the public relations department of Gianni Versace from 1982 to 1984 and joined Ermenegildo Zegna Group in 1984 as head of corporate advertising and external relations manager.

In 1993, along with Laura Zegna, she developed Oasi Zegna, which has over the years become a model of environmental sustainability and protection.

In 1998, she received a Green Globe Award for her work at Ermenegildo Zegna Group in support of environmental issues.

Since 1995, Anna has been Image Director of the Ermenegildo Zegna Group.

In 2000, the year of its inception, she also became President of Fondazione Zegna, whose aim is to perpetuate the values stemming from the philosophy of the founder, Ermenegildo Zegna; the moral commitment to improving the quality of life of individuals and communities, safeguarding the environment, promoting culture, developing people's potential and supporting medical and scientific research.

In 2007, in recognition of her social commitment, Anna received a "Marco Polo" Award from the prestigious Babson College in Boston and in 2011 she was awarded the "Premio Firenze Donna," an accolade established in 1992 to honor women who have distinguished themselves for their strength and ability to succeed in their fields.

Anna Zegna is a member of the board of directors of FAI, Fondo Ambiente Italiano - the Italian Environmental Fund - and is Vice President of the National Chamber of Italian Fashion.

ZegnArt

www.zegart.com

