

THE NEW

[vo-cab-u-lary]

OF ITALIAN FASHION

An exhibition devised and curated by Paola Bertola and Vittorio Linfante - Triennale di Milano - November 23rd, 2015 - March 6th, 2016

THE SUBJECT

The exhibition investigates the evolution of contemporary fashion in Italy and, in particular, the work of the designers and brands that are coming to the fore in the new millennium.

THE REASON FOR THE EXHIBITION

Contemporary Italian fashion combines the cultural, technical and technological DNA of tradition, breathing new life into it while tracing out its own, entirely original path.

It is recognised as a point of excellence at the international level and yet it is typically represented by brands and designers who first made their mark in the 1990s, thus often neglecting its capacity for regeneration. Even so, true to its historic flair for self-organisation, a generation of new brands and new designers is slowly tracing out a reconfigured map of Italian fashion. This is thanks to the promotion of resources still to be found in Italy, but that have disappeared elsewhere – these include a form of pervasive design attitude, a legacy of material culture, small workshop networks, and peripheral industries.

The exhibition intends to illustrate this by no means secondary phenomenon, analysing the language and nature of Italian fashion in the new millennium. It will thus examine the brands and designers that are creating a new map of the sector and a new fashion system.

AIMS OF THE EXHIBITION

The exhibition illustrates the composite nature of Italian creativity and its ability to regenerate and work at all levels.

This is why it looks not just at independent designers, but also at those that, in their own independent ways, have taken over the creative direction of both Italian and international brands.

It pays particular attention to the many foreign designers who have chosen Italy as the place for their work and for the creation of their own collections and labels.

The result is an extensive map that leads to an analysis of the languages of Italian fashion, thus compiling an authentic contemporary “vocabulary”.

THE EXHIBITION

The New Vocabulary of Italian Fashion celebrates contemporary Italian brands and designers who have, in less than two decades, recovered and renewed the cultural and technical DNA of “made in Italy”, transcribing it into an original language.

The exhibition is divided into three main sections:

- 1. VOCABULARY**
- 2. NARRATIVES**
- 3. BIOGRAPHIES**

THE VOCABULARY

The Vocabulary section consists of **eight + one keywords** that identify some of the **“fundamentals”** that characterized Italian fashion since its origins. They **focus on the creative process** and the ways contemporary designers face the same design concepts of the past, redefining their meaning: **Archetype, Construction, Detail, Laboratory, Matter, Ornament, Surface, Uniform and Generation.** A hypertext system then refers to a larger repertoire of words, a secondary narrative that further specifies and contextualizes each definition and its meaning.



THE VOCABULARY



Matter



Surface



Construction



Uniform

THE VOCABULARY



Detail



Archetype



Laboratory



Ornament

THE VOCABULARY



Generation



Generation



Generation



Generation

THE NARRATIVES

*The Narratives consist of **four sections** devoted to **photography**, **illustration**, **traditional and digital publishing** and **fashion films**. It's a path that discloses how fashion represent itself in the contemporary world through magazine pages, digital media points of view, the pens of new illustrators, and the creative filter of photographers and film-makers..*



THE NARRATIVES



THE BIOGRAPHIES

The Biographies is the closing section of the exhibition, dedicated to the stories of designers and brands which since 1998 have enriched the scene of Italian contemporary fashion.



THE OFFICIAL CATALOGUE - published by Mandragora, Firenze

