

FASHION ⊗ ♪ ⊕ ⊖ ✱ AS SOCIAL ☀ 田 ① ✱ ✨ ENERGY

Palazzo Morando
Costume Moda Immagine

DAL 29 / 5 AL 30 / 8 / 2015

Fashion as Social Energy, presented by **Municipality of Milan | Culture Department, Historical Museums**, under the aegis of **EXPO IN CITTÀ**, organized by **Connecting Cultures**, under the patronage of **Regione Lombardia** and the **National Chamber of Fashion** and in partnership with **Ermenegildo Zegna**.

Palazzo Morando | Costume Moda Immagine
via Sant'Andrea 6, first floor, exhibition spaces
29 may – 30 august 2015

HOURS
Tuesday-Sunday 9-13/14-19.30 / Thursday 9-13/14-21

TICKETS
Exhibition+Museum € 10,00, reduced € 7,00
Tuesday from 2 and first Sunday every month € 5,00, reduced € 4,00
Exhibition Thursday from 7 pm € 5,00, reduced € 4,00

CATALOGUE
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INFO
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Fashion as Social Energy

Curated by Anna Detheridge and Gabi Scardi.

Fashion as Social Energy is an exhibition about Art and Fashion together, as forms of social energy, able to act as catalysts for change encompassing desire, anxiety, needs, obsessions and critical angles on the **present**.

The exhibition presents the work of fourteen international artists who are particularly sensitive to contemporary transformations in society: **Luigi Coppola and Marzia Migliora, Rà di Martino, Mella Jaarsma, Kimsooja, Claudia Losi, Lucy+Jorge Orta, Maria Papadimitriou, Michelangelo Pistoletto, Kateřina Šedá, Nasan Tur, Otto von Busch, Wurmkos and Bassa Sartoria, Andrea Zittel**.

In these works clothing does not merely represent the possibilities of individual and social identification but stimulates reflections on many current issues such as: mobility and migrancy, ethnic hybridization, the transience of beauty, the fragmentation of communities and relations between individuals, working conditions in a globalised world, the freedom to disengage from all absorbing cycles of consumption, the potential of shared practices.

When interpreted by artists, fashion reveals a world of untold stories, between ethics and aesthetics, activates for new creative and social energy, of forces able to unhinge habits, undermining conventions and generating new visions and possibilities.

Fashion as Social Energy constitutes a platform for profound reflection on our present and our potential future.

The exhibition is curated by **Anna Detheridge**, visual arts critic and theorist and President of Connecting Cultures, and by the art historian and international curator **Gabi Scardi**. The issues of the show will also be addressed in meetings, performances and convivial evening events which will enliven Palazzo Morando throughout the three months that the exhibition is open to the public. The show and the collateral events are organised by **Connecting Cultures**, in collaboration with the **Milan City Council**, with the patronage of the **Regione Lombardia** and **Camera Nazionale della Moda Italiana** and in partnership with **Ermenegildo Zegna** under the aegis of **Expo in Città**.

Connecting Cultures is a non-profit research agency based in Milan, active in the field of visual arts founded by Anna Detheridge. Our first major initiative "Public Art in Italy: a space for relational art" at Cittadellarte, Biella in 2003 signalled the start of a series of public projects accompanying urban regeneration and in the field of interdisciplinary studies. At present the agency has opened a new field of studies with a multidisciplinary approach in sustainable and ethical fashion. The first important appointment is out of fashion, a masterclass in the culture of aware, ethical and innovative fashion, organised in liaison with prestigious partners including the London College of Fashion and Fondazione Gianfranco Ferré. The exhibition *Fashion as Social Energy*, part of Expo in Città initiatives is another step further in this line of research.

