



PRESS RELEASE

From 23rd October ROMAISON 2020 Rome, an extraordinary Maison: the archives and creations of its costume studios

Rome becomes part of fashion's modern history with the Romaison 2020 project.
Until 29th November, the Ara Pacis Museum is hosting an exhibition featuring archives and creations from Rome's foremost costume design studios, blending tradition and experimentation, where inspiration continuously reinvents the concept of clothing.

In a desire to put on an event that matches the allure of the city, the Mattatoio will stage the début performance of "Embodying Pasolini":
TILDA SWINTON will play the central role in the production, directed by Olivier Saillard, performed using costumes created for the films of Pier Paolo Pasolini.

Rome, 16th October 2020 - 23rd October is the opening day of **ROMAISON 2020**, the first edition of a project that has the wholehearted support of the **Mayor, Virginia Raggi**. The project sees Rome become part of fashion's modern history, revealing itself as an extraordinary design laboratory where high artisanship lives alongside historical archive.

Two unique worlds that express the rich culture of the Made in Italy brand: a knowledge and study of archive and the creative expression of our artisans, as seen through visual arts, photography, costume and cinema. This is a new opportunity for the city, which is opening its historical locations to projects and initiatives dedicated to fashion research and the culture of fashion, away from industrial manufacture, concentrating on the area's artisanal roots, and how they are being translated into digital and technological modernity.

The initiative comes in two parts: **an exhibition** from 23rd October until 29th November **at the Ara Pacis Museum** and **an event** scheduled to be held **at the Mattatoio di Testaccio**, both of which promote this unique creative DNA as a source of eternal inspiration, which gave birth to a naturally spectacular style where high fashion and theatrical costume combine, especially at a time like the present where creativity assumes an ever greater value as a product's culture.

The **Ara Pacis Museum** is to host a **major exhibition showcasing Rome's most prestigious costume studios** curated by **fashion historian and critic, Clara Tosi Pamphili**, which evokes the studios where visitors can closely observe the creativity and research, the unique techniques and the Italian *savoir faire*, and engage with the **costume studios' private archives and collections**.

Annamode, Costumi d'Arte - Peruzzi, Farani, Pieroni, Tirelli, historic houses sought out by the biggest names in cinema and by many stylists and couturiers – to study, to collaborate

with or to be inspired by. These houses will take centre stage in an exhibition rich in outfits and accessories from various eras. For the first time, as well as costumes from film and theatre, this event will showcase the rich heritage, found nowhere else in the world, of **authentic pieces from the end of the 18th century up to today**, accumulated with care and passion over almost a century of activity. Among the iconic pieces there are also designs from the personal archive of **Gabriele Mayer**, including photos and videos, which will show the relationship between fashion and costume as being a stimulus to invent objects that go beyond the concept of fashion. A strong blend of artisanship and tradition which still continues today, whilst looking towards new technology and environmental sustainability. One section is dedicated to **Mensura**, which has produced mannequins for more than a century, highlighting the relationship between art and artisanship with authentic pieces which exist on the boundary between sculpture and mannequin.

This contemporary and experimental narrative includes an extraordinary performance, *Embodying Pasolini*, which will be streamed live, enabling this unique event to be available worldwide. **TILDA SWINTON**, the multi-award-winning Scottish actress, will take centre stage at the **Mattatoio di Testaccio**. Tilda won an Oscar in 2008 and a Golden Lion for career achievement at the latest edition of the Venice Film Festival. The event, curated by **Olivier Saillard, fashion historian, world-renowned fashion curator and ex-director of the Palais Galliera fashion museum of the city of Paris**, reflects on the evocative power of the costumes created by Rome's artisans for the films of Pier Paolo Pasolini.

The initiative is promoted by **Rome City Council**. Organised by **Zètema Progetto Cultura** With technical assistance from **Rinascente**. We would also like to thank **Fondazione Cineteca di Bologna** and **Istituto Luce – Cinecittà** and **Fondazione Cinema per Roma**.

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