



ROMA CAPITALE
Assessorato alle Politiche Culturali e Centro Storico
Sovrintendenza ai Beni Culturali



Press release

Audrey a Roma

ESTERNO GIORNO A TRIBUTE TO AUDREY HEPBURN IN SUPPORT OF UNICEF

Unpublished photos, videos and personal fashion items belonging to one of the icons of our time, on display from October 26 to December 4, 2011 at the Ara Pacis Museum in Rome

Rome, October 2011

On the fiftieth anniversary of *Breakfast at Tiffany's*, and simultaneously with the *Rome International Film Festival*, eternal city will be honoring Audrey Hepburn for the first time with a tribute-exhibit at the Ara Pacis Museum. This celebration of Audrey in "her" Rome will raise funds for UNICEF's project to fight child malnutrition, in conjunction with the Club Amici di Audrey (Friends of Audrey). Hepburn devoted the last years of her life to serving as a UNICEF Goodwill Ambassador. A portion (25%) of the Ara Pacis Museum entrance fee will be donated to UNICEF Italy's mission in CHAD.

The *Audrey in Rome* exhibit is being promoted by the *City of Rome Department for Cultural Policies and Historic Center – the Cultural Heritage Superintendence*, the *Audrey Hepburn Children's Fund and UNICEF*, together with the *Club Amici di Audrey at the Italy Fund for UNICEF*. *Zètema Progetto Cultura* is handling the event's organization and museum services. The exhibition will be open from October 26th through December 4th, 2011. It contains **images, videos and personal objects** that recall the three lives the actress lived in Rome: as an actress, mother and UNICEF Ambassador. Spanning twenty-five years, Audrey shared key moments of her career with Rome, from *Roman Holiday* to *War and Peace* and *The Nun's Story*. But more so, she shared with Rome many years of family life in close contact with the city and its residents.

The exhibit is curated by Audrey Hepburn's son, Luca Dotti, together with Ludovica Damiani, Sciascia Gambaccini and Guido Torlonia, with the consultancy of Sava Bisazza Terracini.

A selection of unpublished shots from the archives of Reporters Associati, Photomasi, Istituto Luce and Kobal Collection capture Audrey Hepburn during her everyday life in Rome. Captions, wall panels and graphics will illustrate personal recollections of the relationship between Audrey and Rome.

Considering the tie between Audrey Hepburn's life and style, the images come to life as they are displayed with the **fashion items** in the photos and which she wore during that era. Featuring creations by Givenchy, Valentino and many others, together with her 'everyday' clothes she wore in her daily life, give us an unprecedented look into the fashion of the times.

The exhibit also displays **pictures from UNICEF Archives** which document Audrey Hepburn's missions among the children of Bangladesh, Vietnam, Somalia, Sudan, Ethiopia and Latin America, to whom she devoted those last precious years.

At this occasion, **Mondadori is publishing a book also titled *Audrey a Roma***, by Ludovica Damiani and Luca Dotti, with fashion comments by Sciascia Gambaccini (192 pp., 192 illustrations, €24.90). *Audrey a Roma* will in bookshops starting October 25th, 2011.

Exhibition	AUDREY IN ROME Tribute to Audrey Hepburn in support of UNICEF
Location	Ara Pacis Museum Lungotevere in Augusta, Rome
Opening and closing dates	October 26 to December 4, 2011
Opening hours	9 a.m. to 7 p.m. every day except Mondays. No admission after 6 p.m.
Tickets	€10 full price, €8 reduced price (including a €2.50 surcharge to be donated to UNICEF). Free entry for those categories so designated by current regulations
Sponsoring organizations	City of Rome Department for Cultural Policies and the Historic Center – Cultural Heritage Superintendence, Audrey Hepburn Children's Fund and Italy Fund for UNICEF in association with its Club Amici di Audrey
Technical sponsors	Starwood Hotel, Agenzia Modena, Sidecar Museum
Organization and museum services	Zètema Progetto Cultura
Sponsors of Rome City Museums System	Rome Treasury banks: BNL, BNP Paribas Group, Unicredit, Banca Monte dei Paschi di Siena; Finmeccanica, Gioco del Lotto, Vodafone
Technical contributions	La Repubblica, ATAC
Surveillance services	Travis
Info	+39060608 (9 a.m. to 9 p.m. every day) www.arapacis.it ; www.museiincomuneroma.it ; www.060608.it ; www.audreyhepburn.com ; www.unicef.it/web/audrey



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