



Fondazione Gianfranco Ferré

CREMONA
CENTRO CULTURALE
SANTA MARIA DELLA PIETÀ
APRIL 21st - JUNE 18th, 2017

GIANFRANCO
FERRÉ
MODA,
UN
RACCONTO
NEI
DISEGNI

A RETURN TO ORIGINS, CONNECTING WITH CREATIVITY

Cremona is a magnificent city of music, violins and sound studies. But it is also hub of the territory from which the family of Gianfranco Ferré's mother came.

Now in a synergistic partnership with the municipal administration, the Foundation that bears the designer's name plays the lead in a major return to roots that brings to the fore the strong affective bond Ferré always had with this corner of Lombardy.

It's a return consisting of two parts:

From April 21 to June 18, 2017, the exhibition "Gianfranco Ferré. Moda, un racconto nei disegni" (Gianfranco Ferré. Fashion, Drawings Tell the Story) presents more than a hundred autographed drawings by the designer. Arranged in groups on the basis of thematic and chromatic affinities, as well as a commonality of graphic elements, they take center stage at the extraordinary Santa Maria della Pietà Cultural Center in Piazza Giovanni XXIII – as ever, an important reference point in Italy for the display of graphic artworks (etchings, drawings, comics).

The exhibition also includes some of the designer's fashion creations, which here become concrete transpositions in the form of shapes and volumes, materials and techniques, lace and embroidery of the design concepts and poetic impulses that Ferré expressed through his drawings.

On May 18th, in honor of Cremona and her celebrations for the 450th anniversary of the birth of Claudio Monteverdi, father of opera, a lecture on "Gianfranco Ferré. Moda, un racconto nella musica" (Gianfranco Ferré. Fashion, Music Tells the Story) will take place. All about the role soundtracks play during fashion shows, the lecture will focus on how – with the aid of outstanding sound designers – the designer succeeds in creating novel arrangements, bold mixes, surprising sounds of diverse origin. So spotlighting how music is a complementary component of the emotions sparked by clothes.

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