

## Altgamma 意大利现代精品摄影展

2013年4月29日，上海意大利中心将迎来“Altgamma 意大利现代精品摄影展”的盛大开幕。

作为欧洲最早的奢侈品协会组织之一，来自意大利的 Altgamma 汇集了众多国人耳熟能详的奢侈品品牌，囊括了古驰、范思哲、宝格丽、意利咖啡、卡泰尔、托德斯、米索尼、菲拉格慕、宝缇嘉、B&B 意大利、碧莎、芬迪和杜卡迪等等 1。

这些世界知名的 Altgamma 成员品牌涉及时尚、设计、竞赛、礼宾、珠宝、饮食和健康等不同领域，但是他们都有着共同的特点——对高品质的无上追求，以及对意大利传统工艺的坚持与创新。在过去的 10 年间，这些品牌共同缔造了意大利奢侈品的辉煌，使这个“BelPaese”（美丽的国家）成为“时尚、优雅、创新”的代名词。

为庆祝其成立 20 周年，64 个 Altgamma 成员品牌携手 10 位知名新闻摄影师借助现代摄影艺术的手段展示各个品牌的精髓与风采。

该 10 位摄影师分别是 Lorenzo CicconiMassi、Daniele Dainelli、NicolòDegiorgis、SimonaGhizzoni、Martino Lombezi、Alex Majoli、Paolo Pellegrin、Lorenzo Pesce、Marta Sarlo 和 Massimo Siragusa。他们是意大利新闻摄影领域的杰出代表，作品风格多样。细细体味一幅幅展示意大利精品制作过程、品牌工作室、制作工匠及风景等的马赛克图片，不难发现在创造这些精品以及提供这些优质服务的背后，饱含着辛勤的劳动、精良的工艺和对高贵品质无与伦比的热情。

无论其经营领域，高品质产品和服务始终是所有 Altgamma 成员企业所共同追求的，也是意大利精品制造价值理念的最佳载体。Altgamma 基金会所面临的挑战，是如何向世人展示这些大获成功的意大利高品质产品与服务背后所包含的价值理念。

意大利精品制作可谓是由精湛工艺，古老传统、审美品味、创新理念、地域特质以及突破常规的大胆革新所共同缔造的传奇。

自该展览于 2012 年 12 月在意大利米兰著名的 Triennale Design Museume 举办之初，展出作品由著名出版商 Rizzoli 出版社编辑成册，将于今年 10 月底在书店销售。该项目由 Altgamma 基金会秘书长 Cristina Morozzi 组织，共两个部分，除了之前提到的相册销售，另一项是巡回展览。

“意大利现代精品摄影展”将在上海意大利中心向中国公众做展出。64 个 Altgamma 成员品牌制作精选了这些摄影作品，并为其添加了独到的解释和阐述，将为我们带来极富创意且风格多样的作品展示。

此次展览将于 4 月 29 日周一开幕，直至 5 月 26 日周日结束。

Altgamma 基金会主席兼 illycaffè 集团主席 Andrea Illy 先生表示：“一直都以来，我们都希望能够开展一个项目，以此呈现意大利精品制作的价值理念与审美品味，并让世人了解一些意大利最好的品牌公司。此次展览正是这一切的完美结合。这次的中国展出对我们而言尤其重要，中国有着上千年的文化传统，并且有着巨大前景。作为 Altgamma 成员品牌，在中国传递和交流意大利文化的价值理念也是至关重要的，这将使促进中国公众对于依托意大利文化背景而制作的意式精品更多的理解。”

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Altagamma 基金会品牌:

创始品牌:

1.	Acqua di Parma 帕尔马之水	44.	KartellKartell 塑料家具
2.	Agnona 阿妮欧娜	45.	La Perla
3.	AgustaWestland 阿古斯塔·韦斯特兰	46.	Living Divani Living Divani 家居
4.	L'Albereta, Erbusco	47.	LoroPiana
	L'Albereta 酒店, Erbusco	48.	Lungarno Hotel, Florence
5.	Alberta Ferretti 阿尔伯特-菲尔蒂		Lungarno 酒店, 佛罗伦萨
6.	Alessi 艾烈希	49.	Luce dellaVite 麓鹤庄园
7.	Alias	50.	Masi Agricola 马西酒庄
8.	Allegrini 艾格尼酒庄	51.	Masseria San Domenico
9.	L'Andana, Castiglione dellaPescaia		Masseria San Domenico 酒店
10.	Artemide 阿特米德	52.	Max Mara 麦斯马拉
11.	Aurora 奥罗拉	53.	Missoni 米索尼
12.	Baratti& Milano 巴拉荻和米兰诺	54.	Moroso, Moroso 家具
13.	Bauer Hotel, Venice 鲍尔酒店	55.	Omas 奥玛仕
14.	B&B Italia	56.	Ornellaia
15.	Bellavista- Bellavista 酒庄	57.	PersolPersol 眼镜
16.	Bellevue Syrene Hotel, Sorrento	58.	Principe di Savoia Hotel, Milan
	贝尔维塞林纳酒店, 索伦托		Principe di Savoia 酒店, 米兰
17.	BiondiSanti	59.	René CaovillaRenéCaovilla 鞋履
18.	Bisazza 碧莎马赛克	60.	Riva 丽娃
19.	Boffi 波菲	61.	RubelliRubelli 家居面料
20.	BottegaVeneta 宝缇嘉	62.	Salvatore Ferragamo 菲拉格慕
21.	Brioni 布里奥尼	63.	Sanpellegrino 圣培露集团
22.	BrunelloCuccinelli 布鲁奈罗·库奇内利	64.	Segnana
		65.	Sergio Rossi
23.	Buccellati 布契拉提	66.	Seven Stars Galleria, Milan
24.	Bvlgari 宝格丽		七星格拉瑞亚酒店, 米兰
25.	Ca' del Bosco - Ca' del Bosco 酒庄	67.	Splendido Hotel, Portofino
26.	Caffarel 口福莱		Splendido 酒店, Portofino
27.	Capri Palace Hotel e Spa, Capri	68.	Stone Island
	卡普里皇宫温泉酒店	69.	Technogym 泰诺健
28.	Danese	70.	Tod's 托德斯
29.	De Russie Hotel, Rome	71.	Valentino 瓦伦蒂诺
	德露西酒店, 罗马	72.	Venini
30.	Driade 德里亚德	73.	Versace 范思哲
31.	Ducati Motor Holding 杜卡迪	74.	Villa D'Este Hotel
32.	Emilio Pucci 璞琪		Villa D'Este 酒店
33.	ErmenegildoZegna 杰尼亚集团	75.	VhernierVhernier 珠宝
34.	Etro 艾特罗	76.	Zanotta
35.	Fendi 芬迪		
36.	Ferrari 法拉利		<i>PARTICIPANTS</i>
37.	Ferrari F.lliLunelli		成员品牌
38.	FlosFlos 灯具	77.	American Express 美国运通
39.	Frette 芙蕾特	78.	AWE Talisman
40.	Gianfranco Ferré 奇安弗兰科·费雷	79.	Inovir
41.	Gucci 古琦	80.	McArthur Glen
42.	Illycaffè	81.	SocietàItalianaBrevetti
43.	Isaia	82.	Value Retail



## ALTAGAMMA - ITALIAN CONTEMPORARY EXCELLENCE

**On 29 April 2013, the Shanghai Italian Center will welcome the opening of the ALTAGAMMA – CONTEMPORARY ITALIAN EXCELLENCE photography exhibition. The Italian industry association *Fondazione Altagamma*, one of Europe's luxury goods associations, gathers members from several renowned brands including Gucci, Versace, Bulgari, Illy, Kartell, Tod's, Missoni, Salvatore Ferragamo, Bottega Veneta, B&B Italia, Bisazza, Fendi and Ducati.**

The world famous Altagamma brands share the passion for high quality and excellence and for the Italian heritage mixed with the spur to innovation: they come from the fields of fashion, design, speed, hospitality, jewelry, food and beverage and wellness.

During the last decades, these brands shaped the reputation of Italy all around the world, making the Bel Paese ("beautiful country") a synonymous of style, elegance, creativity and innovation.

To celebrate its 20th anniversary, 64 brands under the *Fondazione Altagamma* umbrella are collaborating with 10 well-known photoreporter to show the essence and style of their various brands with the help of modern photographic art.

These photographers are: Lorenzo Cicconi Massi, Daniele Dainelli, Nicolò Degiorgis, Simona Ghizzoni, Martino Lombezzi, Alex Majoli, Paolo Pellegrin, Lorenzo Pesce, Marta Sarlo and Massimo Siragusa. They are the outstanding representatives of Italian photojournalism and work in a variety of styles. Looking at the mosaic of images (that represent products, factories, workers, landscapes...) we can see the hard work, the skills and the passion that make possible to create high quality products and offer high quality services.

High-quality Italian products are the embodiment of values that are shared by all Altagamma companies, no matter what sector they operate in. The challenge that *Fondazione Altagamma* faced was how to adequately present and connect the values and philosophy behind the astounding success of these products.

The result is a sort of tale of what Italian Excellence is made of: craftsmanship, heritage, sense of beauty, creativity, link to the territory, innovation.

The photography exhibition was first held in December 2012 at Milan's famous Triennale Design Museum. The exhibition publication, which will be available for purchase at the end of October in bookstores, was created by well-known publisher Rizzoli. The project was helmed by curator Cristina Morozzi and consists of two parts. Apart from the aforementioned publication, the other component of the project is a travelling exhibition.

The Shanghai Italian Center is the exhibition space for the ALTAGAMMA – CONTEMPORARY ITALIAN EXCELLENCE exhibition in China.

Each of the 64 Altagamma companies made or chose the frame for its own photograph, adding a personal interpretation of the image itself, resulting in a creative multiplicity of styles.

The opening will take place on Monday 29 April and closes on Sunday 26 May.

Andrea Illy, Chairman of *Fondazione Altagamma* and illycaffè, commented, "*We had wanted to start a project which could represent the universe of values and aesthetics and the best Italian companies for some time. This exhibition is the result. This Chinese edition is particularly important to us: this is a country with a millennial cultural tradition and a great market, with huge perspectives. It is crucial to Altagamma companies to communicate the values of Italian culture in order to make people appreciate the products that are generated by that culture* "

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## **MEMBERS**

### **Founders**

1. Acqua di Parma
2. Agnona
3. AgustaWestland
4. L'Albereta, Erbusco
5. Alberta Ferretti
6. Alessi
7. Alias
8. Allegrini
9. L'Andana, Castiglione della Pescaia
10. Artemide
11. Aurora
12. Baratti & Milano
13. Bauer Hotel, Venice
14. B&B Italia
15. Bellavista
16. Bellevue Syrene Hotel, Sorrento
17. Biondi Santi
18. Bisazza
19. Boffi
20. Bottega Veneta
21. Brioni
22. Brunello Cucchinelli
23. Buccellati
24. Bvlgari
25. Ca' del Bosco
26. Caffarel
27. Capri Palace Hotel e Spa, Capri
28. Danese
29. De Russie Hotel, Rome
30. Driade
31. Ducati Motor Holding
32. Emilio Pucci
33. Ermenegildo Zegna
34. Etro
35. Fendi
36. Ferrari
37. Ferrari F.lli Lunelli
38. Flos
39. Frette
40. Gianfranco Ferré
41. Gucci
42. Illycaffè
43. Isaia
44. Kartell
45. La Perla
46. Living Divani
47. Loro Piana
48. Lungarno Hotel, Florence
49. Luce della Vite
50. Masi Agricola
51. Masseria San Domenico
52. Max Mara
53. Missoni
54. Moroso
55. Omas
56. Ornellaia
57. Persol
58. Principe di Savoia Hotel, Milan
59. René Caovilla
60. Riva
61. Rubelli
62. Salvatore Ferragamo
63. Sanpellegrino
64. Segnana
65. Sergio Rossi
66. Seven Stars Galleria, Milan
67. Splendido Hotel, Portofino
68. Stone Island
69. Technogym
70. Tod's
71. Valentino
72. Venini
73. Versace
74. Villa D'Este Hotel
75. Vhernier
76. Zanotta

### **Participants**

77. American Express
78. AWE Talisman
79. Inovir
80. McArthur Glen
81. Società Italiana Brevetti
82. Value Retail