



GALLERY HOTEL ART, FIRENZE
MAY 16TH TO DECEMBER 31ST 2017
A DIALOGUE BETWEEN THE ART OF ANDY WARHOL AND THE
INSTALLATION OF SIMONE D'AURIA

The fifth edition of our initiative proposes a path which connects the hotels inside and facade with its surrounding urban area: sixteen iconic works of Andy Warhol, featuring the illustrious *Marilyn* and the *Campbell's Soup* are united with a parade of Piaggio Vespas, created by the Italian artist, Simone D'Auria.

The preview for the press will be held **TUESDAY 16 MAY 2017, 12.00**
Firenze, Gallery Hotel Art (Vicolo dell'Oro, 5)

*Florence, May 2017- From May 16th to the December 31st, 2017, a leader in the history of art **Andy Warhol**, together with emerging talent **Simone D'Auria**, finds themselves in Florence to take part in the new chapter of the urban-cultural project developed by the **Lungarno Collection**.*

The iconic work of the American Pop Art maestro paired with revisited Vespa shells by the illustrious Milanese artist in his *Freedom* installation will create an evocative journey through the interior of the Gallery Hotel Art and the façade of this Florentine hotel.

We have now arrived to our appointment - declares Valeriano Antonioli, CEO of the Group – The idea to redevelop Vicolo dell'Oro was born in 2013, in the square in front of our Hotel Art Gallery, - giving the viewer an alternative perspective, making him to look up! To accomplish this, we released art from our hotel and had it climb up the walls. It was Simone d'Auria who interpreted our vision, proposing installations that would face issues of particular social and cultural interest and for which we obtained the patronage of the Municipality of Florence, as well as support from major institutions in the city. This year we can boast our partnership with the Piaggio Group partnership who wanted to support the project created by Simone D'Auria, inspired by universal icons of both Made in Italy and Vespa. We are very proud to host the work of a master like Andy Warhol who will be an important driving force of the POP Gallery Hotel Art spirit.

The exhibition **Andy Warhol Forever** presents **sixteen of the most iconic pieces by Andy Warhol** from the Rosini Gutman Foundation; it is a quick but explicative recount of the adventures which managed to shake



the foundation of painting and criticism in the academic world of the late twentieth century, as well as change forever the image of America and contemporary society.

The location, situated inside the Gallery Hotel Art, proposes two portraits from the series dedicated to **Marilyn Monroe**, which Warhol completed in 1962, shortly after her tragic demise. Warhol understood the symbolic value of life and violent death of the actress, and helped contribute to an icon that will go down as a legend.

Next to Marilyn, there is a screen print from the edition **Ladies and Gentlemen**, the series where Warhol portrayed the faces of ordinary people and not only entertainment icons. In this context, the artist decided to use drag queens of the New York club, *The Golden Grape*, as models - a hot topic and not easily absorbed at the time.

Images reflecting consumerism are in abundance, the strongest example being the famous **Campbell's Soup Cans**. Here they are featured in their classic 1967 edition, the unique 1984 Winter Olympics in Sarajevo design, and the "disposable" cotton papered **Campbell Soup Dress**.

The exhibition continues with the analysis of his more peculiar work, such as the reproduction of the **Kiku**, better known as the Japanese Chrysanthemum. This flower represents both the emperor and imperial house of Japan and the re-visitation of seventeenth-century natural death. These concepts were calculated and realized as real living patterns, playing and experimenting with the use of graphic art shadows. The genius of Warhol's pop perspective is known as **Space Fruits**.

The exhibition closes with a series of works by **Steve Kaufman**, including three portraits of James Dean, a silver print of Elvis Presley, one of Marilyn and other pop icons.

The thread of Pop Art ties the exhibition of Warhol to the brand new installation, *Freedom*, designed by Simone D'Auria for the new edition of the Lungarno Collection.

Simone D'Auria, artistic director of the operation, identified Vespa, the universal icon of Made in Italy, as an extraordinary tool of communication which, on occasion, addresses various representative images from different corners of our planet.

"Vespa is a deeply urban brand that goes beyond its function as a stylish and easy means of daily mobility - comments Davide Zanolini, Marketing Director of Piaggio Group Communication -. We like to think that it 'furnishes and dresses the city. Vespa is one of the few 'physical' objects that represent Made in Italy, simply because the Made in Italy main values include: creativity, innovation, quality as well as strong and distinctive personality. Values that Vespa does anywhere in the world, in a authoritative and credible, and that we find present in partnership with Lungarno Collection and installation of Simone D'Auria, an artist who knew how to interpret the characteristics of creativity and genius exquisitely Italian, the Vespa able to spread around the world. "

The initiative, under the patronage of the Municipality of Florence and with the contribution of the Piaggio Group and Leica, presents a series of 12 Vespa anchored to the hotel's facade. Each Vespa body, which D'Auria considers the true spirit of the scooter, has been specially colored and decorated with the distinct

Water Transfer Printing technique, a dress that could befit world evolution and themes of planet sustainability.

The work of D'Auria reflects the beauty of nature. Every shell, in fact, bears upon us, and with it, a particular habitat, a desert, forest, ocean, the mountains and the hills, the sky with clouds and more.

D'Auria's colorful installation and strong idea of freedom combined with the communicative power of an internationally recognized brand allow visitors to immerse themselves in a Pop Art atmosphere.

His new installation arrives to the Gallery Hotel Art, after the 2013 façade hosted a long row of giant bikes representing the adventure of humanity always looking to the future. In 2014, a long line of chrome mannequins, each with a different animal head tracing individual symbolism while in 2015, the year of Expo, huge spoons - *Bruno Spoon* - reminiscent of the themes universally discussed at the exposition, and at the same time, pays homage to the great designer Bruno Munari; last year, WOW. The whirlwind of energy, proposed a *girandole* that refers to the idea of wind and into clean energy obtainable using this atmospheric phenomenon.

The D'Auria installation, collaborating with Leica, is completed in the square of Vicolo dell'Oro with a selfie corner featuring three stationary Vespe, at varying heights in order to interact with the public, becoming a subject and background for selfies for one to share on social media (#galleryhotelart; Instagram: @lungarnocollection).

**ANDY WARHOL FOREVER
FREEDOM by SIMONE D'AURIA**

Florence, Gallery Hotel Art (Vicolo dell'Oro, 5)

16 may - 31 december 2017

Free Entrance

Information: Gallery Hotel Art, Vicolo dell'Oro 5, 50123 Firenze, Italia

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Simone D'Auria (Bergamo, 1976). Biography

Architect and designer. Son of the seventies, he grew up in a cultural environment filled with aesthetic and political revolution. The atmosphere of those years will forever characterize the aesthetic sense in his development. Simone revered Bruno Munari, a master of Italian design, and decided to follow his vocation. The natural talent, know-how assimilated over the years and the "institutional-cultural" preparation, allow him to consciously look out to the art and design world. At the institutional level the most prestigious collaborations include the Milan Triennial, where he regularly exhibits some of his art and design, and St. Moritz Art Masters 2012 with the exhibition of two of the most recent works (Charging Bull and MV California). Simone D'Auria actually operates in all the disciplines of design, creating projects of industrial design, graphic design, publishing, art direction, architecture and hotel interiors, private homes, showrooms, shops and motorcycles: off and on the borders the world of art and photography. His broad and "unconventional" vision pushes him to search constantly for new materials and different uses of the old, hence its unmistakable projects, products and works are characterized by a strong multifaceted and cross over charm.

Lungarno Collection

Founded in 1995, Lungarno Collection is the hotel management company owned by the Ferragamo family, with President Leonardo Ferragamo, who transferred to the hospitality industry the same principles of style and consistency that distinguished the world fashion house Salvatore Ferragamo. Lungarno Collection is comprised of luxury and design hotels, retreats, villas, restaurants and retail:

- Tuscany: 4 hotels in Florence, unique locations in prime locations around Ponte Vecchio, with a panoramic view of the city (Hotel Lungarno, Gallery Hotel Art, Hotel Continental and Portrait Florence), a sixteenth-century villa in the green a few kilometers from Florence (Villa Le Rose) and 32 luxury apartments on one of the most beautiful stretches of coastline and unspoiled Maremma (Scarlino Bay Resort). Also in Florence: three restaurants (Restaurant Borgo San Jacopo, Fusion Bar & Restaurant and the Caffè dell'Oro).
- Rome: a sunny 14 suites boutique hotel in the heart of Via Condotti, just a few meters from Piazza di Spagna (Portrait Roma).
- Mediterranean and the Caribbean: 4 Swan boats, veritable floating luxury residence

Rosini Gutman

Rosini Gutman is a group engaged in the field of Arts and Culture with over 60 years of experience, whose brand declines in the sections of Gallery, Collection and Foundation. The Rosini Gutman Gallery is founded by Peter and Anna Maria Rosini Cosenza, to distinguish themselves from their families who also work in the art market (www.rosinigitman.com/about_gallery). The Rosini Gutman Collection rose during the path from Art Modern to Contemporary art and its natural evolution brought their initial investments in an art collection (www.rosinigitman.com/about_collection). The Rosini Gutman Foundation was born thanks to the experience of generations and the supervision of chair Delilah Gutman and direction of Gianfranco Rosini. They focus primarily on the social function of art and culture through the format of the exhibition "From Futurism to the Urban Art." It focuses on the sustainability of economic projects resting on the Arts (www.rosinigitman.com/about_foundation/). In 2016, the Rosini Gutman Foundation, with the ReStArt project, receives "The Spirit of EurAsia" during the 20th ASEM Meeting in the headquarters of the United Nations in New York. RESTART continues his program at the foreign ministry in Rome, from Florence; it will be the largest city in the United strung out along the "New Silk Road". This path has been submitted to the

UN, by the 51 participating States to ASEM as proponent to the economic and social "Renaissance" of the next century. (www.restartonline.org/wp/index.php)

Leica Store Firenze (Vicolo dell' Oro 12/14 R - 50123 Firenze - Tel.: +39 055 286053 - Mattia.Dallara@leica-camera.com)

The state of the legendary European Leica brand is based on a long tradition of excellence in the production of optical lenses. Even today, thanks to the most innovative technologies, Leica products (microscopes, cameras and geodetic instruments) continue to provide the best images in all situations in the various areas of vision and perception. Innovative products are the driving force behind the positive business development over the years.