

Off scene: Wim and Donata Wenders

Salvatore Ferragamo and Wim and Donata Wenders share a feeling for the inner surfaces of objects - a privileged dialogue that reaches the very essence of relationships.

Ferragamo have always championed the concept of personal elegance and continue to leave a deep impression with their use of true, not artificial, images.

The emphasis is on the intimacy of beauty. A beauty in movement which abhors the rigidity of formal expression.

Salvatore Ferragamo and the Wenders interpret their worlds in this way.

Produced in collaboration with Mediaeventi, the exhibition is the first anthological treatment of the complete works of Wim Wenders.

A collection of 300 images shot with his wife Donata, it represents a personal diary covering the German director's fervid and eclectic artistic experience.

The event, coinciding with Pitti Immagine Uomo, is designed to celebrate the meeting point between art, cinema and fashion; a physical and mental journey (one of the main themes of Wim Wender's work) dedicated to research and exploration.

It aims to discover and reveal the art of our time, where cinema, an archive of moving images frozen by the camera shutter, becomes a moment of reflection and discovery. Behind the scenes the director photographed the work around him, becoming an unconscious protagonist of a paradox and revealing the "disorder" of narrative structures by re-asserting the crucial moment of the passage from thought to action.

The exhibition is in seven parts, here for the first time under the same roof. It starts with the idea of the journey, taking shape from the images and texts that the artist created in various places he visited, as well as being inspired by encounters with various well known or unknown people. It continues through an intense and personal chronicle of colour photos taken by Wim Wenders himself and black and white ones by Donata Wenders during the four-hand shooting of the film *Beyond the Clouds*, with Michelangelo Antonioni. Then the enigmatic and sensual ones of the mythical musicians of the Buena Vista Social Club, down to a series of computer graphics images created for the film *Until the End of the World* and now mounted on light boxes.

The section called *Panoramas* tells us about the Australian landscape, captured with a special photographic device which produces panoramic shots without distorting the image.

In *Inside the Million Dollar Hotel*, the images portray the scenery, the characters and the setting from points of view different from those of the film we know.

The End of Violence section presents a collection of images where Wenders was inspired by Edward Hopper's paintings. These images are artistically independent, however, of the film.

www.salvatoreferragamo.com

www.wim-wenders.com

Title: *Off scene. Wim and Donata Wenders.*

Location: Museo Salvatore Ferragamo, Palazzo Spini Feroni, Florence, entrance in Piazza S. Trinita, 5r.

Open to the public: from 26th June to 30th September, 2004.

Opening time: 10 am - 7 pm, closed on Tuesdays.

Tickets: euro 9.00 - reduction euro 7.00.

Exhibition: Wim and Donata Wenders

Exhibition concept: Museo Salvatore Ferragamo and Mediaeventi

Catalogue: Pagliai-Polistampa

Production designer: architects Remo Buti, Silvia Cilemrini, Fabio Leoncini.

Installation and exhibition services: Enic

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