

Salvatore Ferragamo

EVOLVING LEGEND 1928-2008

Triennale Design Museum
September 24 - November 9, 2008

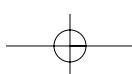
Triennale Design Museum present for the eightieth anniversary of Salvatore Ferragamo, **Salvatore Ferragamo Evolving Legend 1928-2008**, a tribute to a maker of twentieth century fashion history and hosted by the institution that lends a voice to the history of Italian design.

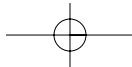
The exhibit showcases the rich tradition of one of the world's most celebrated Italian style brands through its iconic products, including shoes, bags, clothing, scarves, and jewelry, along with a selection of fine skins, materials and lasts bearing the names of famous customers, taken from the abundant Salvatore Ferragamo archive in Florence, which was transformed into the Salvatore Ferragamo Museum in 1995. Located within the historic Palazzo Spini Feroni, Ferragamo's headquarters since 1938, the museum tells the story of the brand's founder and his unforgettable shoes. The Salvatore Ferragamo Museum is part of the Triennale Design Museum's Italian design network.

Salvatore Ferragamo - Evolving Legend 1928-2008 is one of the main events put on by the Florentine label for its eightieth anniversary. In homage to Salvatore Ferragamo, it lets the design of his creations speak for themselves, highlighting his groundbreaking contribution to fashion in terms of innovative shapes, materials and ornamentation and his intense creativity, which revolutionized women's footwear forever.

The exhibit is an extension of the retrospective on Salvatore Ferragamo that opened in 1985 in Florence in Palazzo Strozzi and traveled the world. In 1987, it visited the Victoria and Albert Museum in London. In 1992, it opened in the Los Angeles County Museum and in 1998, it was shown at the Sogetsu Kai Foundation in Tokyo. The retrospective was then taken to the Museo des Bellas Artes in Mexico City in 2006.

Twelve sections use captivating visual arts installations to take visitors on an imaginary trip through time, stopping along the most important steps in the company's history, with a focus on the principles and values at the heart of the brand's identity: the legend of the founder and his relationship with film and the art world, the fine craftsmanship of the products, the original use of materials, along with the comfort of Ferragamo shoes and the anatomical studies that led to the creation of the Ferragamo fit, in addition to Salvatore Ferragamo's inventions, patents and logos, his role in contemporary art, the patterns used for silk - in a wide range of accessories and silk dresses inspired by the natural world - and, lastly, Ferragamo's international expansion in the 1920's.





1. Roots. The extraordinary life story of the brand's founder, Salvatore Ferragamo, from his modest background in a small village in Southern Italy to his emigration to the United States, is told through images and footage of his life and Italian history during that era, taken from the Salvatore Ferragamo archives and Istituto Luce of Rome.

2. Hollywood. This section tells the story of the young Italian's ascent to success in Hollywood, earning the name "Shoemaker of the stars", with the opening of the Hollywood Boot Shop in 1923 and the models created for silent picture stars like Mary Pickford, Joan Crawford, Pola Negri and Gloria Swanson, as well as for some of the most highly acclaimed movies of that time, *The Ten Commandments* (Cecil B. De Mille, 1924), *The King of Kings* (Cecil B. de Mille, 1927) and *The Thief of Bagdad* (Raoul Walsh 1924).

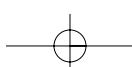
3. Portrait of Salvatore Ferragamo by Pietro Annigoni. The famous portrait of Ferragamo, painted in 1949 by Pietro Annigoni, and its recent contemporary interpretation by Brescian artist Renato Missaglia illustrate the company's transformation into what it is today. The fine craftsmanship of Ferragamo, who was considered a shoe artist more than a designer, moves into the contemporary world, where the founder's principles are applied to the industrial process.

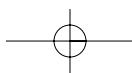
4. Craftsmanship. The fine craftsmanship at the heart of each Ferragamo product is shown through archival black and white photographs taken over the last eighty years and a display of tools and stages of work in the crafting of shoes and bags.

5. Materials. Ferragamo's use of innovative materials has been one of the brand's strengths since inception, and this can be seen in the various types of skins used today, as well as in Ferragamo shoes from the Twenties through 1960, selected because of their original materials (straw and other inexpensive materials, PVC and plastic, embroidery and beads), and in the jackets of more recent years, which highlight the use of luxurious materials, as well as bags, which are shown in one model and a variety of different inexpensive and handcrafted materials. This section will also include sunglass models of the last ten years, underscoring this theme of experimentation with new or unusual materials.

6. Inventions and patents. This section is dedicated to the patents held by Salvatore Ferragamo and the company, as well as the brand's logos, with a display of the most important inventions, from the wedge heel to the "Gancino" decoration, the "Vara" shoe and the use of patchwork. It also includes the shell-shaped sole, the gloved arch and the invisible shoe designed in 1938 for the Maharani of Cooch Behar, in addition to metal heels and soles, the 18-karat gold sandal, the sock-shoe, sculpture heels, the Salvatore bag and the pattern for prints featuring iconic shoes from the Salvatore Ferragamo Museum.

The works of artist Renato Missaglia inspired by iconic Ferragamo products cover the walls.





7. Comfort. This section explores comfort and the study of how a shoe fits, which led to the Ferragamo brand's success. Vintage footage shows how Ferragamo came to design a shoe with a perfect fit, while a display of 82 women's fits and 52 men's fits shows the vast range of sizes and fits for each model.

8. Game. The brand's relationship with the art world is shown through the 2003 "Game" project, in which contemporary artists used the same shoe, based on the collection's oldest model, a pump with embroidery in geometric shapes, in various forms of art.

9,10. Nature. This section of the exhibit is devoted to silk prints, which since the Seventies, have been inspired by vegetation and the animal kingdom, drawing on exotic species in particular. It is divided into two parts. The first displays dresses and accessories that use the scarf patterns, while the second is a room completely covered in scarves.

11. Hollywood and Vips. This section explores Ferragamo's relationship with film and VIPs, showcasing the creation of accessories (mainly shoes) and clothing designed for famous people, such as Marilyn Monroe, Audrey Hepburn, Andy Warhol and Lady Diana. It also includes recent designs for Nicole Kidman's role in Bax Luhrmann's *Australia*.

12. Internationalization. The last section takes a spectacular and entertaining look at the company's bold step onto international markets, from the U.S. market in the Twenties to Japan in the Fifties and China in the early Eighties, where Ferragamo was truly ahead of its time.

Cristina Morozzi. A student of architecture with a degree in philosophy, is a journalist, critic and art director, covering art, fashion and design. Head of the design publication *Modo* for nine years (1987 to 1996), she has also written several books and conceived and served as curator of a number of exhibits. She advises fashion and design companies and was Art Director for Staff International in a project that involved the work of artists in women's ready-to-wear collections.

Stefania Ricci. Holds a degree in Art History from the University of Florence and has been Director of the Salvatore Ferragamo Museum since 1995. She has written various books as an expert on the history of clothing and fashion. She has also collaborated with many museums in this field, including Palazzo Pitti's Costume Gallery.

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Curators: Cristina Morozzi and Stefania Ricci
Architectural design: Silvia Cilembrini and Fabio Leoncini
Catalogue Skira
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Ticket prices: 6/5/4 euro
Free entrance with a ticket to the Triennale Design Museum



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