

Salvatore Ferragamo

SECRET ARCHIVES

Patents, photographs, shoemaking tools and, last, but not least, shoes
on exhibit at Museo Salvatore Ferragamo

Florence, 19 March 2012 - On 21 March, Museo Salvatore Ferragamo will commemorate artistic talent and fine craftsmanship with the opening of a new temporary exhibition in Florence, sharing the company's treasure trove of historic documents and shoes. In a melding of art and history, genius and technique, the exhibition revisits the timeless elegance of Salvatore Ferragamo through the founder's life story, documents, shoemaking machines and Ferragamo products created over time.

It begins in the film world, with a display of the shoes specially designed by the "Shoemaker of Dreams" for Hollywood's stars, then and now, including those worn in *The Iron Lady*, for which Meryl Streep won an Oscar in 2012. The exhibition continues with a section dedicated to handcraftsmanship, shoemaking tools and film clips of the master craftsmen who have, with their inestimable expertise, ceaselessly contributed to flawless Ferragamo style.

Since inception, Salvatore Ferragamo has kept in its archives the many styles of shoes created over the years, the press kits and all the documents that could, in one way or another, retell its history. Salvatore was the company's first true archivist, and his family and the company have continued in his footsteps, adding to the collections and the documentation, devoting space and resources to this important project. The museum and archives have provided invaluable opportunities for discussion and debate, and constitute dynamic elements for training and, in particular, a laboratory that gathers evidence of past production to use as inspiration for the ideas of today and tomorrow.

Indeed, exhibition visitors will not only see materials, shoemaking tools, documents, film clips, photographs and shoes that tell the history of the company, but they may rediscover the beauty and originality of Salvatore Ferragamo's 450 patents, each included in the Ferragamo database. Moreover, this tool has enabled the museum to play an active role in the national project for the Archives of the Ministry of Cultural Heritage and Activities to create a portal devoted to twentieth century fashion. In this prestigious context, the aim of the archive is to shine the spotlight on a wide array of until now unexplored, or even unknown, sources, using them to their full potential.

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The exhibition ends with a special area devoted to the high-heel pump, a timeless icon of femininity and glamour, a must in every woman's wardrobe. The first moulded or flared styles of the 1920's will be displayed, followed by the stilettos of the 1950's. The museum archive contains thousands of these styles in myriad shapes and materials – Salvatore Ferragamo was particularly fond of them for the way in which they could exalt a woman's beauty. Indeed, who could imagine Marilyn Monroe, the quintessential sex symbol of the twentieth century, without her 4-inch high-heel pumps, created specially for her by the “Shoemaker of Dreams”?

After all, it was Marilyn who said, “Give a girl the right shoes and she can conquer the world”.

Florence, Museo Salvatore Ferragamo, 21 March - 1 June 2012.

Monday – Sunday, 10am – 6pm. Closed on Tuesday. Entrance fee: €5.

For additional information:

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