



L'Eleganza del Cibo exhibition at Chelsea Market celebrates Fashion and Food

Exhibition dates: June 24th – July 4th

Opening ceremony: June 23rd

Exhibition location: Chelsea Market, 75 9th Ave, New York, NY 10011

The exhibition "The Elegance of Food", curated by Stefano Dominella and Bonizza Giordani Aragno, flies to New York to celebrate fashion and food, two excellences of the Italian culture.

A state-of-the-art ensemble of 90 haute couture dresses and accessories created by both iconic and emerging designers from 1950 on, will be on view at the **Chelsea Market** from **June 24th through July 4th**. The maison Gattinoni chooses to show five creations dedicated to this original combination that more than any other is made in Italy.

Presented by the **Italian Trade Commission** in collaboration with **Unindustria** and originally displayed in the evocative archaeological complex of the Trajan's Market in Rome in 2015, the exhibition *L'Eleganza del Cibo* will explore the inextricable connection between Fashion and Food, while celebrating the Made In Italy creativity in the world.

Inside the Chelsea Market - the iconic food destination for all New Yorkers - **curators Stefano Dominella and Bonizza Giordani Aragno** created a visual journey inspired by the contamination between fashion and food, eco-sustainability and energy. Dresses and accessories create a contemporary journey to showcase the mutually inspiring connection between style and nutrition throughout the last seven decades.

Among the **90 masterfully designed dresses and accessories**, the exhibition will display original creations by **Giorgio Armani, Gattinoni, Etro, Valentino, Gucci, Salvatore Ferragamo, Moschino and Laura Biagiotti**.

While **Giorgio Armani's** dress from his Prive' collection is inspired by the delicate yet strong eco-sustainable bamboo plant, **Etro** interpretes the slogan "We are what we eat" by creating digitally designed images of strikingly colorful Italian banquets abounding in shellfish and pasta. Always keen to use "poor materials" such as cork, raffia and hemp, **Salvatore Ferragamo** showcases some of his most iconic footwear coming from the historical archives of the brand's Foundation. Adding up to the complexity of the exhibition, the "Designer of Nature" **Tiziano Guardini** chooses licorice roots for his eco-friendly "natural couture" dress. **Gattinoni's** "Bread Suit" uses wheat sheaves for its bustier and jute embroidered with glazed salted biscuits for the pants. **Ken Scott**, the "Gardener of Fashion" who was known to splash nature on his creations, completes the visual itinerary of the exhibition. His colorful prints of asparagus, peas, artichokes, and apples become a wearable "vegetable garden".

"I've always been intrigued by the relationship between Food and Fashion", says **Stefano Dominella**, curator of the exhibit and CEO of Gattinoni. "On one hand food nurtures the body, on the other, fashion stimulates the imagination and self-expression. But food also satisfies our taste and appetite often inducing a "culinary anxiety". Throughout the years Fashion has incorporated all these layers into its creative irony. It's from the mood of this "Culinary Dolce Vita" that I conceived the idea to combine Fashion and Food, both to smile at this "odd couple" as well as to deepen the many nuances connected to them, including their ties to nature and the environment".