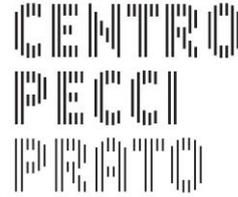




**FONDAZIONE
PITTI
DISCOVERY**



CENTRO PER L'ARTE
CONTEMPORANEA
LUIGI PECCI

—

FONDAZIONE PER LE
ARTI CONTEMPORANEE
IN TOSCANA

Wild Life Wild Heat
an unreleased work by Maurizio Vetrugno
at Pitti Immagine Filati 91
(Fortezza da Basso, Main Pavilion, 29.06-01.07.2022)

A collaboration between
Centro per l'Arte Contemporanea Luigi Pecci and
Fondazione Pitti Discovery

On the occasion of **Pitti Immagine Filati 91 (Florence, Fortezza da Basso, 29 June - 1 July 2022)**, the international trade event dedicated to yarns for the knitting industry, **Fondazione Pitti Discovery** and the **Centro per l'Arte Contemporanea Luigi Pecci** will present ***Wild Life Wild Heat***, a previously **unreleased project by Maurizio Vetrugno, curated by Camilla Mozzato**. The exhibition is set up on the **Ground Floor** of the **Main Pavilion**, in the Main Hall, where it will remain on show for the entire duration of the event. Wednesday 29 June, at 12:00 p.m., the inauguration of the show will be held in the presence of the artist.

"Fondazione Discovery has been working for over twenty years on the areas where fashion and contemporary art interact and intersect one another - **says Lapo Cianchi, general secretary of Fondazione Discovery** - and we are also firm supporters of the collaborations between cultural institutions, above all when they arise spontaneously. The origins of this collaboration began as part of a simple favor between institutions, which, however, after only ten minutes of speaking with the new director of the Centro Pecci, Stefano Collicelli Cagol, gave rise to the desire and need for a joint project dedicated to Pitti Filati, which is by all means a special fair. For our Group, because its product - yarn - is the first ring in the fashion supply chain, with the show featuring the very best productions on a global level. For Prato, the industrial and artisanal district of fundamental importance in this sector. And finally for a diversified international creative class: from those who do research and curate the selection of materials, colors, and stitches to the style bureaus of the most important fashion houses (and other manufacturing sectors), from sociologists of style's evolution to heads of communication. So, when it was suggested to us to involve Maurizio Vetrugno, the choice seemed perfect, and we immediately began working to find the most suitable context for him".

"Since it first started, the Centro per l'arte contemporanea Luigi Pecci has had an interdisciplinary vocation, promoting the meeting between the arts in a territory rich in excellences on a cultural and entrepreneurial level", **confirms Stefano Collicelli Cagol, general director of Centro Pecci**. "This dimension, one-of-a-kind in Italy, will increasingly be developed in the future activities of the Foundation for the Contemporary Arts in Tuscany, of which Centro Pecci is an expression. Strategic will be the synergy with other institutions in the territory, which operate in different sectors including cinematography, theater, music, literature, and fashion. Being able to collaborate together with Fondazione Pitti Discovery during an event like Pitti Filati -



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central for the development of fashion in Italy and worldwide as well as for the district of Prato – testifies to the success that is possible for a project when the territory becomes a network. The artist Maurizio Vetrugno was chosen for his ability to move among the different artistic languages through a conceptual work that does not sacrifice aesthetics, and which accordingly stimulates the senses. No one could have done a better job than Vetrugno at interpreting reality through his canvases and the objects making up his collections, revealing the connections between images that pass through pop culture, craft workmanship, and fashion, which in the unique context offered by Pitti Filati will be highlighted even more”.

The work of **Maurizio Vetrugno** (Turin, 1957) starts with the selection of individual elements – objects, images, signs, artworks – that are celebrated for their beauty and then transformed by the artist following a contemporary aesthetic. Created for Pitti Immagine Filati 91, the **Wild Life Wild Heat** project, 2022 designed by **Camilla Mozzato, curator of the Centro Pecci**, evokes examples of social theater, particularly in its exhibition of masks: the presences in the surrealist bookstore of André Breton, a metamorphosis of materials and spirits; Andy Warhol's vibrant *Factory* and its decades-long legacy on the New York disco scene; *Le Théâtre de la Mode* by Christian Bérard. Or *La Mode au Congo* by Man Ray, in which he adorned his *mannequins du monde*, such as Consuelo de Saint-Exupéry and Meret Oppenheim, with African headdresses and jewels to testify – if ever it were needed – the sophisticated taste of African art and the persistence of its influence on the controversial affirmation of international modernism. When compared to Man Ray, *The Wild Life Wild Heat's* works take a symmetrical but inverted direction, bringing known and lesser-known subjects into the ceremonial and ritual context of the Balinese theater. The masks on this social stage are famous pop icons or exemplar rebels, exceptional models, unheard prophets, early Dadaists, or characters of pure and simple vanity.

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