

PRESS RELEASE

**HELMUT NEWTON  
PRIVATE PROPERTY**

**Helmut Newton Foundation  
and Fondazione Sozzani**

**Opening**

Tuesday March 19, 2019  
From 7:00 pm to 9:00 pm

**On view**

March 20, 2019 – April 25, 2019  
Monday to Sunday: 11:00 am to 8:00 pm

### “Helmut Newton, Private Property.”

The exhibition of 10 Corso Como Seoul, presented by the Fondazione Sozzani in collaboration with the Helmut Newton Foundation, “Helmut Newton, Private Property” features 45 original vintage prints from 1972-1983 that Newton himself selected as a series and that he considered the most emblematic of his work at the time. It represents an exquisite assortment of fashion and commercial photography, and portraits of the beautiful and famous.

“Private Property” is separated in three parts, *Suite I, II, III*, as originally conceived by Newton. It is the second solo exhibition of Helmut Newton’s work in South Korea since 2004.

Newton was a self-proclaimed invader of privacy and captured a very personal side of celebrity life, staging before his lens the never-ending psychodrama of the contrast between a glamorous exterior and a combustible mix of eroticism, subdued elegance and decadent luxury. “I’m fascinated by the face of the famous or notorious, anybody who has astounded the world, (...). They’ve written themselves on the world,” he once said. “Who would not want to look at them?” Newton entered celebrity’s homes; he photographed David Bowie, Charlotte Rampling, and David Hockney getting out of bed in the morning. He poked his camera into closets and night stands to uncover clues about their secret lives.

Newton’s photographs reflect an obsession with human vanity, from female exhibitionism to male voyeurism. “When we at Vogue published this image of the woman on the sofa – “Woman examining man”, for Vogue America, 1975 – it created a violent reaction,” said Alexander Liberman, Editorial Director of Conde Nast Publications. “He has discovered a secret behind the erotic. (...) His observation of women is one of the most profound and captivating at the same time”. Many of Newton’s images have become icons of contemporary culture, such as *Elsa Peretti in a ‘Bunny’ Costume by Halston* (1975), *Tied-Up Torso* (1980), *Self-Portrait with Wife and Models* (1981), *Sie Kommen* (1981) and *Sylvia in my studio* (1981), to name a few.

“In 1984 Helmut Newton was already a photographer of world renown with an outstanding body of work,” said Matthias Harder, Curator of the Helmut Newton Foundation. “We are especially pleased to collaborate with Carla Sozzani and her Foundation to present these incredible works at 10 Corso Como Seoul after 10 Corso Como New York opening in 2018.”

The Galleria Carla Sozzani is now the Fondazione Sozzani and has, to date, hosted 270 exhibitions of art and photography around the world, including four shows of Helmut Newton’s work: “Yellow Press” (2003), “Us and Them” (1999), “Impressions, Polaroids” (1996), “Ritratti di donna” (1993), as well as the exhibition “People” (2012) from Alice Springs, the alias of Newton’s wife.

Carla Sozzani and Helmut Newton met in the world of international fashion photography and have a long history together. “I first met Helmut on an assignment in Monte Carlo,” Ms. Sozzani explains. “Over time, and several assignments and exhibitions later, we became friends. Helmut and June [Newton] generously welcomed me into their world. They also inspired my own work when I opened the Galleria Carla Sozzani in 1990 in Milano, offering me advice on photographs I was considering to exhibit.”

Carla Sozzani is dedicating this exhibition at 10 Corso Como Seoul to Helmut Newton as an homage to a great talent and a close friend.

### **About Helmut Newton**

Helmut Newton was born Helmut Neustädter in Berlin in 1920 into a wealthy Jewish family. He expressed an interest in photography from an early age and in 1936 he left school and began an apprenticeship with German portrait and fashion photographer Else Simon, known as Yva.

After his family fled Germany in 1938, Newton found work in Singapore as a photographer for the Singapore Straits Times. In 1940 Newton arrived in Australia and served for five years in the Australian army. He became an Australian citizen in 1946 and met Australian actress June Brunell (alias Alice Springs) in 1947, whom he married a year later.

In 1956 Newton moved to London for a year to shoot for *British Vogue* and then back to Melbourne before moving to Paris in 1961, where he worked for *French Vogue* and other high-fashion magazines. By the 1970s Newton had gained an international reputation, recognized for his provocative, edgy and voyeuristic images. He was awarded the French Grand Prix de la photographie in 1990, and was given the Commandeur de l'Ordre des Arts et Lettres by the French Ministry of Culture in 1996. In 2000, on the occasion of his 80<sup>th</sup> birthday, Newton had a major retrospective at the Neue Nationalgalerie in Berlin. In 2003 he established the Helmut Newton Foundation in Berlin, which was opened posthumously, shortly after his death in Los Angeles in the summer of 2004.

### **About the Helmut Newton Foundation**

The Helmut Newton Foundation was established by Helmut Newton himself at the end of 2003 as an international foundation dedicated to the promotion, preservation and presentation of the photographic works of Helmut and June Newton, who under the name of Alice Springs has also produced a significant body of portraiture photography since 1970.

At its inception, Newton endowed the foundation with numerous original photographs that comprise a significant proportion of his artistic work. Based in Berlin, the foundation exists as a "living institution" with various aspects of Newton's multifaceted, innovative and provocative works presented over a series of exhibitions. The works of other artists and photographers are also presented in dialogue with Newton's work. For more information, visit [www.helmut-newton.com](http://www.helmut-newton.com).

### **About Fondazione Sozzani**

The Fondazione Sozzani was established in 2016 by Carla Sozzani and is dedicated to the promotion of culture through photography, fashion, the fine arts, and applied arts.

The Foundation has assumed the patronage of Galleria Carla Sozzani, founded by Sozzani in Milano in 1990, and continues all relevant public functions that the Galleria has supported for the past 28 years. For more information, visit [www.fondazione-sozzani.org](http://www.fondazione-sozzani.org).

### **About 10 Corso Como**

In 1990, gallerist, publisher and former fashion editor Carla Sozzani opened the Galleria Carla Sozzani in an industrial building in Milan, which she transformed a year later into 10 Corso Como. Conceived as a living lifestyle magazine, with a diverse consumer experience at the core of its philosophy, 10 Corso Como features a curated mix of creative mediums in a succession of spaces. Its blend of fashion, food, art, music and design abandoned all accepted retail practices of the time and pioneered a new retail model: the union of culture and commerce. 10 Corso Como is recognized as the world's first concept destination.



10 Corso Como's visual identity, interior and iconic logos are designed by American artist Kris Ruhs, inspired by the idea of bringing art into the everyday environment. Over the past almost 30 years, 10 Corso Como has expanded internationally with venues in Seoul, Shanghai and New York City. 10 Corso Como is in celebration of its 11<sup>th</sup> anniversary in 2019.

## **Contacts**

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