



PRESS RELEASE

Per-Anders Pettersson ***African Catwalk***

The Galleria Carla Sozzani presents **African Catwalk** by **Per-Anders Pettersson**, a selection of photographs curated by **Alessia Glaviano**, Vogue Italia senior photo editor, on the occasion of his new book published by Kehrer.

Award winning Swedish photographer Per-Anders Pettersson shows a new and unexpected side of the African continent as he examines the fast growing fashion industry in Africa. For the first time the emerging African fashion industry has been documented in exclusive behind the scenes photographs. The photos of this series were taken in fifteen countries around Africa from 2010 – 2015 and celebrate a new, vibrant, colorful, and unexpected view of the African continent. Pettersson's images are not only set to challenge stereotypes in African fashion which include animal prints and ethnic designs, but are also meant to confront the «Western gaze, a media misperception» in which Africa is but a war-torn continent rampant with poverty, diseases and ethnic conflicts.

In the Democratic Republic of the Congo, Nigeria, and Ghana, “Men know how to dress,” says photographer Per-Anders Pettersson. He's breaking down the African fashion scene, which he's been photographing since 2009. Pettersson's fashion obsession was born in Johannesburg. He had been working in South Africa for years, documenting the manifestation of a new democracy, when he heard that fashion shows were popular with the growing black middle class and elite.

Per-Anders Pettersson (b. 1967) is a Swedish photographer based in Cape Town, South Africa. He has covered a wide range of international news events: hunger in Ethiopia, civil wars in the Democratic Republic of Congo, and the HIV / AIDS epidemic in Botswana and South Africa. His pictures won praise and awards: World Press Photo, PDN, POY, NPPA, CARE, CHIPP, Unicef Photo of the Year, American Photography, Commarts. He has exhibited internationally, and 2013 published *Rainbow Transit*, a book about South Africa in democracy.

Alessia Glaviano is the Senior Photo Editor for Vogue Italia and L'Uomo Vogue and Web Editor of Vogue.it. Besides curating a series of interviews with the Masters of photography for the web-site version of Vogue Italia, which have acquired enormous popularity among the community of people interested in photography and which are also broadcast on the Italian Sky Arte channel. Alessia Glaviano is also responsible for Photo Vogue, an innovative platform on which users can share their own photographs knowing they can rely on the curatorial supervision of professional Photo Editors.

The book **African Catwalk** by Kehrer, now available by reservation, will be launched at the presence of the authors on May 31st, 2016, 7.00 pm at the Galleria Carla Sozzani.

Per-Anders Pettersson ***African Catwalk***

April 28th - June 5th, 2016

Every day, 10.30 am – 7.30 pm - Wednesdays and Thursdays, 10.30 am – 9.00 pm

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