



PRESS RELEASE

FRANÇOIS BERTHOUD

HYPERILLUSTRATIONS

Imagining 4 decades of fashion

in collaboration with **BULGARI**

François Berthoud will attend the opening

Saturday, January 15, 2022

From 3.00 pm to 8.00 pm

On view

From Sunday, January 16 to Sunday, March 27, 2022

Every day, 10.30 am – 7.30 pm

Admission Fee € 6.00 Reduced € 3.00 (6-26 years)

www.fondazionesozzani.org

The exhibition continues in

Bulgari

via Montenapoleone 2, Milano

from January 14 to February 15, 2022

www.bulgari.com

*The exhibition opens to the public in keeping with all health and safety measures.
Masks are mandatory.*



The Fondazione Sozzani presents the exhibition “Hyperillustrations” by François Berthoud in collaboration with Bulgari. Four decades of fashion told with the distinctive stroke of one of the most emblematic contemporary fashion illustrators, an anthological exhibition of more than one hundred works from the early Eighties to 2022.

Berthoud suggests stories. As scripts without words, some of his portraits possess such intensity that they leap off the page, as if animated by their own will.

“Moving beyond ‘Fashion Illustration’, Berthoud’s drawings and prints are rhetorical erotic assemblages. The experimentation with materials, and ready-made aesthetics are the foundation of his graphic works and best defined as “Hyper-illustrations. Perhaps with his mediation, François Berthoud takes fashion to its artistic and cultural extremes.”— wrote Chris Dercon, Gran Palais Director, in an essay published on his work.

Berthoud trained in Switzerland at the art school of La Chaux-de-Fonds and specialized at the graphic school of Lausanne. He started working in comics at a very young age with ironic stories and exotic fantasies, along with a small group of Italian illustrators close to the avant-garde of the visual arts, such as Lorenzo Mattotti, Tanino Liberatori, Igort, Stefano Tamburini, who revolved around comics cult magazines such as *Linus*, *Alter Alter* and *Frigidaire*.

Influenced by the Japanese woodcut technique, Berthoud often uses the “linocut” where with linoleum plates he can obtain almost relief prints like the fine engravings from cherry wood tablets. With very dense oil-based typographic inks he obtains that “bold” stroke that often defines his famous silhouettes and that requires long processing times. “In the physical process there are no shortcuts, I need time” - says Berthoud – “but I’m always fascinated by the mystery of the final print that goes beyond imagination and is never what you expect.”

In 1982 Anna Piaggi, the visionary editor-in-chief of *Vanity*, called Berthoud to continue the work of the historic American illustrator Antonio Lopez. “François analyzes his subject in depth and with an elegant sense of detachment before recreating it in his atelier-laboratory. The result is an ultramodern fashion X-ray.” - She wrote in 1997.

Working for *The New Yorker*, *The New York Times*, *Visionnaire*, *Interview*, *Numéro*, and *Vogue*, Berthoud is instantly compared to fashion illustrators Mats Gustafson, Gladys Perint Palmer and Ruben Toledo. From then on there would be many graphic campaigns executed for fashion greats such as Jean-Paul Gaultier, Yves Saint Laurent, Victor & Rolf, Chanel, Givenchy, Martin Margiela, Dolce & Gabbana, Armani, Hermès, Prada and Capucci. But music and opera also inspire Berthoud's imagination, and since 2012, he has designed the posters for the twelve annual productions of the Zurich Opera House.

Created in collaboration with Bulgari, the “Hyperillustrations” exhibition is part of the artistic and cultural path that Bulgari dedicates to the city of Milan, with a selection of about twenty works by François Berthoud including his recent “History of the Snake”, specially conceived for Bulgari.



FRANÇOIS BERTHOUD

Born in 1961 in Le Locle in French-tongue Switzerland, François Berthoud is recognized as one of the most original fashion illustrators of his generation. His work is characterized by distinctive features that combine the language of graphics and painting, a combination of art, fashion and design. Since the mid-1980s, François Berthoud has dedicated himself to artistic activity with books, exhibitions and special projects. His works belong to public and private collections and institutions. Among the main exhibitions: "Fashion Icons" The Ginza Art Space in Tokyo (1995); "Unified Message" Camerawork Berlin (2002); "Addressing the Century" Hayward Gallery, London, 1999; X-Raying Fashion, Carla Sozzani Gallery, Milan (1998); "Drawing Fashion" at the London Design Museum and "Die Kunst der Modeillustration" at the Museum für Gestaltung in Zurich (2011), "Drawing Fashion, Masterpieces of a century", Museum Kunst und Gewerbe in Hamburg (2014); "Woyzeck", 48 posters created for the Zurich Opera House, Museum für Gestaltung (2016). Among the numerous publications: "Linocuts" (Seed Hall, 1990); "Facsimile" (Dino Simonett, 2000); "Superillumination" (Hazard Editions, 2003); "François Berthoud Studio" (Hatje Kanz, 2011); "The Boudoir Bible" (Rizzoli NY, 2013); "Fashion, Fetish and Fantasies" (Rizzoli New York, 2022). He has lived for a long time in New York, Paris, Zurich and Milan, where he currently resides. www.francoisberthoud.com

François Berthoud – Hyperillustrations Imagining 4 decades of fashion

FONDAZIONE SOZZANI

from January 16 to March 27, 2022
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BULGARI

From January 14 to February 15, 2022
Boutique Bulgari, via Montenapoleone 2, 20121 Milano
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BULGARI

ABOUT BULGARI:

Part of the LVMH Group, Bulgari was founded in Rome in 1884 as a jewellery shop. Known as the magnificent Roman jeweller and master of coloured gems, Bulgari has established a worldwide reputation for Italian excellence and enjoys renowned for its exquisite craftsmanship. The company's international success has evolved into a global and diversified luxury purveyor of products and services, ranging from fine jewels and high end watches to accessories and perfumes, and featuring an unrivalled network of boutiques and hotels in the world's most exclusive shopping areas. Demonstrated through its numerous philanthropic partnerships, Bulgari deeply believes in innovating the present for a sustainable future through its commitment to Corporate Social Responsibility and giving back – to nature and to the community

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 and continues all relevant public functions that the Galleria has supported since 1990.
www.fondazioneozzani.org