



press release

Betony Vernon

EROS. L'ARTE DI AMARE SENZA TABÙ

Book launch and signing with Betony Vernon and François Berthoud

On Valentine's Day, Monday 14 February 2022 at 6pm, there will be a talk at the bookstore of the Fondazione Sozzani with **Betony Vernon** and **François Berthoud** on the occasion of the publication of the book "**EROS. L'Arte di amare senza tabù**" published by **Rizzoli Illustrati**.

Accompanied by the illustrations of François Berthoud, "EROS" is a sort of bible of seduction in which the author Betony Vernon embodies the erudition of the historian, the creativity of the artist and the disarming sincerity of an old friend who encourages to experiment and dare, declaring prohibitions and inhibitions banned.

Born from her famous illustrated manual, "The Boudoir Bible. The Uninhibited Sex Guide for Today" published for the first time in the United States in 2013 by Rizzoli and now finally translated into Italian, "EROS" illustrates how to liberate physical pleasure from prejudice and teach our bodies to practice sex as a ceremony, familiarizing ourselves with positions, rituals and tools without omitting niche territories.

Translated into nine languages, "EROS" is a book spreading full sexual awareness, which explains why certain sensations happen and how to amplify them with a precise language and numerous auteur illustrations.

Betony Vernon, Anglo-American, naturalized Italian, lives between Paris and Rome. An authority on sexual wellbeing, she is a consultant for companies and in the world of social media. She contributes to French Vogue, GQ and the New York Times. She has curated sex education programs in France and Italy. She is the creator and producer of a line of erotic jewelry bearing her name.

François Berthoud, Swiss-born fashion illustrator. After studying graphic arts in Lausanne, he was a long-time contributor to Condé Nast - author of legendary *Vanity* covers with Anna Piaggi. The exhibition "Hyperillustrations" is currently running at the Fondazione Sozzani gallery until 27 March in collaboration with Bulgari. His work is regularly reviewed in the "Drawing Fashion" yearbook.

Monday 14 February 2022 at 6pm

Reservations subject to availability: mailing@fondazionesozzani.org

EROS. L'ARTE DI AMARE SENZA TABÙ

by Betony Vernon. Illustrations by François Berthoud

Italian texts, 312 pages. Rizzoli Illustrati € 24,90

FONDAZIONE SOZZANI
Corso Como 10 – 20154 Milano, Italia
Tel +39 02 29004177 fax +39 02 29004080
press@fondazionesozzani.org
www.fondazionesozzani.org