



PRESS RELEASE

**Book presentation**

**Bianca e Blu Monica Bolzoni**

On Wednesday, March 6th, 2019 at 7.00 pm, the Fondazione Sozzani will host a talk with **Monica Bolzoni**, founder and designer of **Bianca e Blu**, about the new book, an extensive visual history of Bianca e Blu, published by ECAL/University of Art and Design Lausanne and Rizzoli. Panelists will include **Monica Bolzoni**, **Vittoria Caterina Caratozzolo**, professor at the University La Sapienza; **Davide Fornari**, professor at ECAL, and **Régis Tosetti**, art director and graphic designer. **Mariuccia Casadio**, art historian and critic, and art consultant for Vogue Italia will introduce them.

The "Fashion Design" of Monica Bolzoni, founder of **Bianca e Blu** in Milan in 1980, anticipated many concepts seen today in contemporary fashion: modularity, strong tailoring, and a nod to vintage. Her first creations in Milan and later in Tokyo have become synonymous with a playful approach to dress, seen in Bianca e Blu's frequent incursions through extensive engagement with the worlds of the performing arts, cinema, and avant-garde theater. Vanessa Beecroft, Fanny & Alexander, Silvio Soldini, Letizia Cariello, Cesare Viel, Claudia Losi are just some of the artists who have collaborated with Monica Bolzoni since the beginning.

With an easy alphabetical format, the book was edited by the prestigious ECAL/University of Art and Design Lausanne, under the supervision of Davide Fornari, director of research and development of ECAL, and Régis Tosetti, art director and graphic designer. Through an impressive selection of archival material of drawings, images, fabrics, accessories, fashion stories, works of art, cuts and stills accompanied by critical texts, press cuttings and interviews, **Bianca e Blu** brings the company's archive up to the present and adds a strong chapter to the story of fashion.

Essays by Vittoria Caterina Caratozzolo, fashion scholar and professor of Fashion Theory at La Sapienza University of Rome and the philosopher Caterina Marrone, contextualize the impact and safeguard through the distance of time, the original freshness of Monica Bolzoni's work through her line Bianca e Blu.

**Monica Bolzoni**, Fashion Coordinator for Elio Fiorucci in New York in the Seventies, in 1980 created in Milan her independent fashion line, Bianca e Blu, photographed for *Vogue Italia* by Helmut Newton, Giampaolo Barbieri and Albert Watson.

**Bianca e Blu Monica Bolzoni**

curated by ECAL, Davide Fornari and Régis Tosetti

Texts: Vittoria Caterina Caratozzolo, Caterina Morrone, Mariuccia Casadio  
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