



Cristóbal Balenciaga: The Glamorous 1950s

Talk

Monday, May 16th 2022
6.30 PM

with

Marina Pizziolo
Romano Ravasio
Lorenzo Riva

On view

From Tuesday, May 17th to Sunday, May 29th 2022
Every day, 10.30 AM – 7.30 PM



On Monday, May 16 at 6:30 p.m., **Marina Pizziolo**, Art historian and Critic, **Romano Ravasio**, Partner of Art Consulting and **Lorenzo Riva**, stylist and couturier present **“Cristóbal Balenciaga: The Glamorous 1950s”**, a rare and important collection of over eight thousand drawings by Cristóbal Balenciaga.

Looking behind the scenes of this legendary atelier, each drawing is a project. Each contains the seed of an idea that made an entire era dream. Where the clothes that have made fashion history were created.

Lorenzo Riva was artistic director of Maison Balenciaga in the years 1980-1981 and has preciousely preserved a significant set of original designs by Cristóbal Balenciaga. The collection is wide and extensive. It reveals the birth of Balenciaga's iconic lines and designs. More than eight thousand drawings offer a valuable observatory to learn about the designer's creative process in the period 1950-58, when Balenciaga paved the way for Hubert de Givenchy, who considered him his master, and in the 1960s for André Courrèges and Emanuel Ungaro.

On view, thirty original drawings by Cristóbal Balenciaga from the collection from which Cointelegraph and Crypto.com drew inspiration to create 25,000 NFTs. Long before NFTs, cryptocurrencies and the Metaverse existed, Cristobal Balenciaga invented the future of fashion. To honor the great couturier, the launch of the NFT **“Cristóbal Balenciaga: To the Moon collection”** will take place on May 25, the project where the worlds of fashion and NFTs come together to create a new possible world.

The 25,000 NFTs have different degrees of rarity: from common, to rare, and super rare. The NFT collection will be distributed in a mystery box format. Some of the designs on display will be associated with the NFTs as redeemables. The NFTs created by Cointelegraph and Crypto.com in collaboration with Lorenzo Riva, ArtConsulting.net and Artvein.net have Animal Concerts and Defy Trends as strategic launch partners.

Cristóbal Balenciaga (Getaria, January 21, 1895 - Jávea, March 23, 1972) was one of fashion's greatest couturiers, who knew how to design for the feminine, freeing it from the tortures of corsets while constructing masterful shapes and volumes. “A good couturier must be an architect for models, a sculptor for form, a painter for color, a musician for harmony and a philosopher for measurements”, Balenciaga declared in 1968. Of Cristobal Balenciaga, Christian Dior said “he is the master of us all”.



Lorenzo Riva (Monza, 1938), is a stylist and couturier of refined elegance. At the age of 18, after his first fashion show, he opened his own atelier and the press was quick to celebrate him. In the seventies he moved to Paris where he worked with the most famous couturiers.

For two years, 1980 and 1981, he was artistic director of the Balenciaga fashion house, a fundamental experience for his professional training. He decided to return to Milan and create a collection of wedding dresses: they will become his signature and will traditionally close all his fashion shows. In 1991 was the presentation of the haute couture collection in Rome and then the prêt-à-porter, within Milano Collezioni. In 1996 he presented his clothes in New York, at the Cristinerose Gallery in Soho. Over the years he has created dresses for Isabella Rossellini, Penélope Cruz, Emmanuelle Seigner, Carmen Maura, Whitney Houston, Jerry Hall, Chiara Mastroianni.

The documentary on Lorenzo Riva's life, "I Am the Sun", directed by Ilaria Gambarelli, is currently being screened in Italy and Spain, after being selected at the Los Angeles Film Festival (2021).

Art Consulting

After lengthy experience gained working in major museums in Italy and Europe, Art Consulting applies historical, critical and scientific knowledge to the creation of public and private art collections.

www.artconsulting.net

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.fondazionesozzani.org