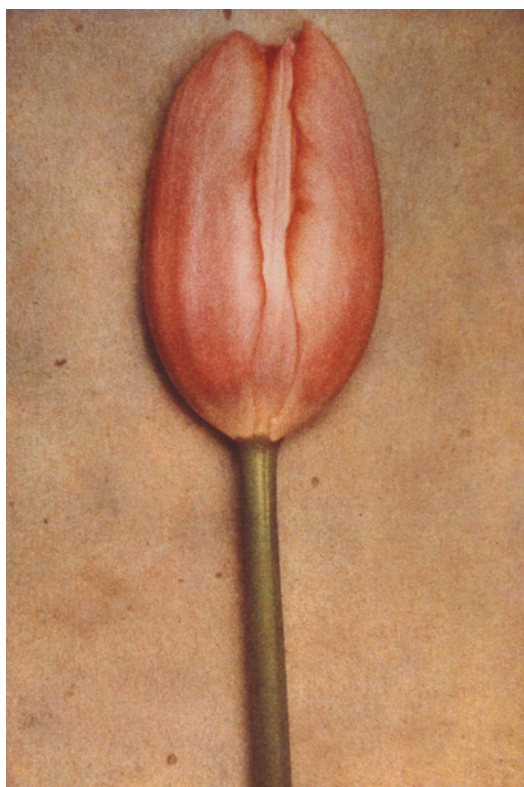


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PRESS RELEASE



**FIFTH EDITION**  
**NATURALIS HISTORIA:**  
**THE EXHIBITIONS**  
**16-24 september 2023**



Sheila Meitzner, from the series Flowers, 2000.  
© Sheila Meitzner



Palazzo del Broletto

**Lake Como Design Festival** presents **two exhibitions** that during the event will liven up the historic center of the city of Como: two exhibits focused on nature and the animal world inspired by **Pliny the Elder's Naturalis Historia**, the work that gives the title to the 2023 edition of the festival.



## **BETWEEN ART AND NATURE.**

### **Photographs from the collection of Fondazione Sozzani**

Curated by Maddalena Scarzella

16 September – 14 October 2023

Former Orsoline San Carlo Convent, Via Volta 16, Como

## **THE OTHER ANIMALS.**

Curated by Lorenzo Butti and Massimiliano Mondelli

16 – 24 September 2023

Palazzo del Broletto, Piazza del Duomo, Como

Among the numerous initiatives of the 2023 Lake Como Design Festival edition, that will take place **from 16 to 24 September 2023** in the city of Como, developing through a series of **talks, installations and widespread events**, there are two exhibitions hosted in the city center in collaboration with Arte Applicata: ***Between Art and Nature. Photographs from the collection of Fondazione Sozzani*** and ***The Other Animals***. The two exhibitions aim to underline the close relationship between the arts and nature, exploring in an unconventional way the "four kingdoms" analyzed by Pliny the Elder in his monumental book *Naturalis Historia* that gives the title to the festival. The fifth appointment with Lake Como Design Festival is part of the celebrations for the Bimillenary of the birth of Pliny, that took place in Como in 23 AD.

"Since its first edition, the program of Lake Como Design Festival has been articulated and varied," says Lorenzo Butti, creator and artistic director of the event. "Design is not the only creative expression we refer to; on the contrary, one of our objectives is precisely to look at the themes that guide the festival every year through the most diverse artistic expressions. The Other Animals exhibition offers a multidisciplinary look at nature with a particular focus on zoology in art and design, while the Between Art and Nature exhibition focuses on the interpretation of nature through the lens of some of the greatest photographers of history".

# BETWEEN ART AND NATURE. Photographs from the collection of Fondazione Sozzani

Former Orsoline San Carlo Convent, Via Volta 16, Como



Tom Baril, Hibiscus, 1998. ©Tom Baril



Carla Sozzani - foto Paolo Zerbinì



Ex Convento Orsoline San Carlo

Concerned to the rediscovery of historical, unknown or forgotten places in the city and in the surrounding area since the beginning, this year Lake Como Design Festival decides to host a major photography exhibition at the **former Orsoline San Carlo Convent**, an interesting seventeenth-century building that opens its doors to the general public for the first time, in collaboration with Dedalo Orsoline San Carlo.

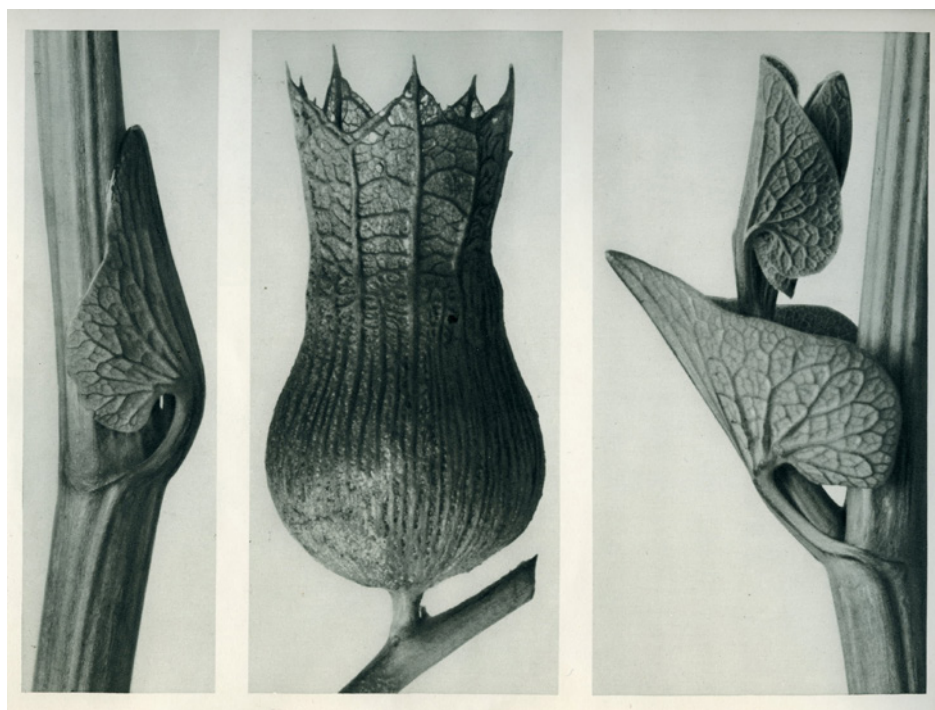
The exhibition ***Between Art and Nature. Photographs from the collection of Fondazione Sozzani***, curated by Maddalena Scarzella, presents a selection of **80 photographs from the permanent collection of the Fondazione Sozzani in Milan**, offering a new look at the collection not as a whole, but focusing attention on those works in which Nature is an inexhaustible source of inspiration, study, reference, veneration, estrangement, comfort.





Scarzella has identified twenty photographers within the collection whose works offer a broad overview of the way in which photography has portrayed Nature and the way in which Nature has inspired the most diverse photographic works. Starting from the iconic silhouettes of plants by **Karl Blossfeldt (1865-1932)**, the exhibition moves through well-known and lesser-known names and works such as the x-ray photographs of flowers taken by **Dr. Darin L. Tasker (1872-1964)**, juxtaposed with milestones of the genre such as the impeccable still-life by **Kenro Izu (1949)** and **Tom Baril (1952)**. From the idyllic worlds of **Annelies Štrba (1947)** we move on to the meticulous ethnographic documentation of **Edward Sheriff Curtis (1868-1952)** up to the landscapes suspended in time of **Sarah Moon (1941)** to then arrive at **Masahisa Fukase's (1934-2012)** photographs of flocks of crows as an allegory of pain and studies on clouds as a metaphor for life by **Alfred Stieglitz (1864-1946)**.

**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 Gallery has supported since 1990. Since 2021 Sara Sozzani Maino has curated and coordinated projects dedicated to education, responsibility and the next generation of creatives.



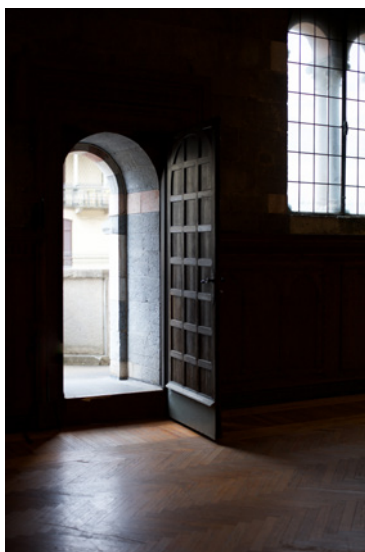
Karl Blossfeldt, *Aristolochia Clematidis*, 1928. Courtesy Karl Blossfeldt Archiv / Stiftung Ann und Jürgen

# THE OTHER ANIMALS.

Palazzo del Broletto, Piazza del Duomo, Como



Ossimoro cima, Ilaria Cuccagna



Palazzo del Broletto



Lincoln Longwool - pearly & beige, Bastien BONHOMME

***The Other Animals***, hosted in Palazzo del Broletto in the main square of the city, is the exhibition that brings to the stage the volumes of the *Naturalis Historia* in which Pliny dedicates himself to Zoology. Curated by **Lorenzo Butti**, artistic director of Lake Como Design Festival and **Massimiliano Mondelli**, president of the Pliniana Academy, in collaboration with a board of "selectors" from different fields (from design to architecture, from art to archeology), the exhibition intends to create an intense and close dialogue between design, craftsmanship, painting, photography and the words of Pliny the Elder who, in his books dedicated to zoology, carries out a vast and animated census on the different species of animals - land, water and birds.

The title of the exhibition, ***The Other Animals***, is inspired by a passage from Pliny that closes book VII dedicated to human beings and anthropology: "Now I will go on to talk about the other animals", underlining the inseparable interconnection of the living beings that inhabit planet Earth.

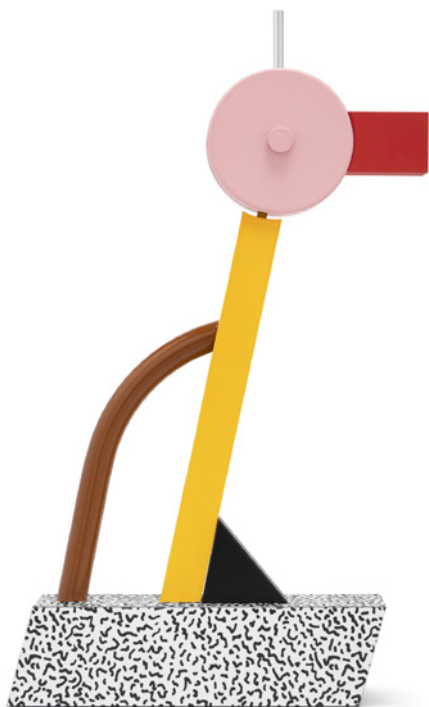


“As Italo Calvino claimed, Pliny is an author who 'deserves a relaxed reading, in the calm movement of his prose, animated by admiration for everything that exists and by respect for the infinite diversity of phenomena', says Massimiliano Mondelli. ***The Other Animals*** exhibition pays homage to man's innate fascination for 'the variety and play of Nature' of which we have all always been admired spectators and infinitesimal protagonists”.

Among the exhibited artists: **Bastien Bonhomme, René Burri, Lucrezia Costa, Ilaria Cuccagna, Andrea Branzi, Enzo Cucchi, Mario De Biasi, Michele De Lucchi, Aldo Londi, Formafantasma, Enzo Mari, Steve McCurry, Ico Parisi, Martin Parr, Ettore Sottsass.**



La colomba, Ico Parisi. Courtesy Archivio design Ico Parisi



Tahiti, Ettore Sottsass, Memphis



Toro, Formafantasma, Woodyzody





## THE PROGRAM.

In addition to the exhibitions *Between Art and Nature* and *The Other Animals*, the 2023 program includes: *Back to Nature* at Villa Olmo, a selection of works, projects, objects and furnishing accessories from different realities united by a constant natural inspiration through the different eras and construction techniques; *Contemporary Design Selection* at Villa Salazar, the open call for independent designers, publishers and galleries dedicated to contemporary design, created again this year in collaboration with Catawiki, and curated for the first time by **Giovanna Massoni**. The central hall of Villa Olmo will be transformed into a meeting and study place: in the large hall, **a series of evening talks curated by Armando Besio**, and the official bookshop of the festival, where you can further explore the theme with a selection of dedicated publications. The **guided tours** promoted by Wonderlake Como, with a focus on the Rationalist architecture of Como, are reconfirmed in the fifth edition. Alongside the institutional locations, the festival confirms a series of **off-site projects** in the city of Como.



Villa Salazar



Casa del Fascio



Villa Olmo





**Lake Como Design Festival** is an annual themed appointment, a moment of exhibition, reflection and research that develops through a series of events in the historic center of the city of Como and around its lake: exhibitions, talks and events in historical, unknown or forgotten places of the Como area and in the city. The concept of the festival aims to establish a peculiar dialogue between history, architecture, design and art. Lake Como Design Festival is conceived and promoted by **Wonderlake Como**, a set of ideas and people with an extra ordinary point of view on the Lake Como area. Wonderlake Como realizes editorial projects and organizes cultural events with the aim of promoting, in Italy and in the world, a modern and cohesive image of a territory that has always had a strong identity.

**Arte Applicata** was founded with the goal of safekeeping the Italian originality and tradition that has always created lifestyles that inspire the entire world. Directed by Stephan Hamel and Niccola Paccaganela, the agency works on developing communication and research strategies, in cooperation with style, commercial and marketing agencies to create ad hoc presentations and arrangements. Through the years, they have established collaborations with international companies such as Edra, Vibram, Estudio and Instituto Campana, Lasvit and Cerruti Baleri, to name a few. The projects have been featured in important international events: 10 Corso Como, Milan; Takashimaya, Tokyo; Milan Design Week; Beijing Design Week; Design Miami; Vienna Design Week; Venice Design Week, Prague International Design Festival, as well as many art and design galleries.

**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 Gallery has supported since 1990. Since 2021 Sara Sozzani Maino has curated and coordinated projects dedicated to education, responsibility and the next generation of creatives.

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