

## Media information

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### MAJOR NEW MISSONI EXHIBITION ANNOUNCED IN LONDON

**The Fashion and Textile Museum is pleased to announce a major new exhibition *MISSONI ART COLOUR*, organised by the MA\*GA Art Museum, in partnership with Woolmark, will open in London on 6 May 2016.**

MISSONI ART COLOUR explores the influence of 20th century European art on the fashion and textile designs of Ottavio and Rosita Missoni. One of the most respected exponents of the 'Made in Italy' concept, the work of Ottavio and Rosita Missoni is deeply rooted in modern art making the Missoni brand distinctive in the world of international fashion.

The exhibition showcases over 60 years of fashion alongside paintings by leading 20th century European artists, and previously unseen textile studies, paintings and Arazzi by Ottavio Missoni. The personal artwork of Missoni is mixed with modernist masterpieces, including the work of Sonia Delaunay, Lucio Fontana and Gino Severini, that have influenced Ottavio and Rosita in the development of their signature graphic style. These works are drawn from the MA\*GA Art Museum, Gallarate and from private collections in Italy, and the majority have never been exhibited in the UK. The selection of fashion looks, designed by Angela Missoni since 1997, is drawn from the company's archive starting in 1953 to the present day.

The exhibition is curated by Luciano Caramel, art critic and historian who served as commissioner of the Venice Biennale and the Rome Quadriennale; Luca Missoni, Artistic Director of the Missoni Archive; Emma Zanella, Director of MA\*GA Art Museum and contemporary art historian and museologist. Organised by the MA\*GA Art Museum in collaboration with Missoni, the exhibition celebrates a family firm that has become an international success by combining craft expertise, materials and the latest design trends. Merino wool is featured in many of the garments on display, showcasing the heritage and cultural history of the Missoni family's association with wool.

Celia Joicey, Director of the Fashion and Textile Museum, said:

"This is the first major exhibition to explore the iconic Missoni fashion house. The mix between fashion and art is always exciting, and this show highlights the important dialogue between post-war Italian artists, designers and industry. It is a privilege for the Fashion and Textile Museum to be the first overseas venue to host 'Missoni Art Colour', reflecting London's position as an international fashion city and cultural hub."

Emma Zanella, Director of MA\*GA Art Museum, said:

"We are delighted that the Museum's collection of Italian modern art will be shown in the UK for the first time. Gallarate is the city where Missoni started its activity in 1953, and presenting the exhibition in London is an opportunity to explore Italian art, fashion and textiles on an international stage."

Luca Missoni, Director of the Missoni Archive, said:

“This exhibition is designed to showcase the creative process of knitting artwork into fashion forms. It is a great opportunity to rediscover the potential of our colourful heritage to make a unique, positive experience. I am pleased that The Woolmark Company will be our partner in bringing this exhibition to London. Wool is an essential ingredient in our work, so much so that wool has practically become a synonym for Missoni: Missoni, knit, wool; wool, knit, Missoni.”

**FOR FURTHER INFORMATION ABOUT THE EXHIBITION PLEASE CONTACT:**

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**FOR FURTHER INFORMATION ABOUT THE MISSONIS PLEASE CONTACT**

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**Notes to editors**

1. ‘MISSONI Art Colour’ is organised by the Museo MA\*GA and The Fashion and Textile Museum and runs from 6 May until 4 September 2016. The exhibition was originally staged at MA\*GA Art Museum in Gallarate, Italy, from 19 April 2015 to 24 January 2016.
2. The Fashion and Textile Museum is at 83 Bermondsey Street, London SE1 3XF. For further information about FTM and its activities visit [www.ftmlondon.org](http://www.ftmlondon.org)
3. Museum opening times: Tuesday–Saturday, 11am–6pm; Sunday, 11am–5pm; Late night Thursday until 8pm; Last admission 45 minutes before closure. Ticket prices: £9.90 adults\*, £7.70\* concessions, £6 students and free entry for under 12s (\*including Gift Aid).
4. **About Fashion and Textile Museum:**  
The Fashion and Textile Museum is the only museum in the UK solely dedicated to showcasing developments in contemporary fashion, as well as providing inspiration, support and training for those working in the industry. Founded by iconic British designer Zandra Rhodes in 2003, the museum is part of Newham College London – one of Europe’s largest further education colleges.

**About MA\*GA Art Museum:**

The MA\*GA Art Museum was founded in 1966, with a core collection of works acquired as a result of the city’s art prize, the Premio Nazionale Arti Visive, established in 1950. In December 2009 the City of Gallarate established the Foundation of the Civica Galleria d’Arte Moderna di Gallarate to administer the Civica Galleria d’Arte Moderna (Municipal Gallery of Modern Art) of Gallarate, on the basis of an agreement signed by the Culture Minister and the Mayor of Gallarate. The mission of the Foundation is to manage the activities of the museum: the conservation and enhancement of the works in the collection, organization of exhibitions and cultural events and creative activities and training for schools and adult audiences.

More information about MA\*GA is available at [www.museomaga.it](http://www.museomaga.it)

**About Missoni:**

Missoni is one of the leading and most distinctive fashion houses in the world. The Missoni style has evolved out of a long-standing collaboration between the husband and wife team of Ottavio and Rosita Missoni. Ottavio Missoni came to London in 1948 for the

London Olympics, where he qualified for the final of the 400m-hurdle race. While in London he met Rosita Jelmini, the granddaughter of a family of shawl and ladieswear manufacturers from Varese, in northern Italy. After marrying in 1953 they began making items of knitwear in a small workshop in the basement of their first home in Gallarate. Ottavio and Rosita's path has been followed by their children and grandchildren, who today continue to keep alive the spirit of the Missoni style all over the world.

Luca Missoni is the Artistic Director of the Missoni Archive. He is developing it into a communication project to promote and preserve the Company's artistic and fashion heritage. He curated several Missoni exhibitions as MISSONOLOGIA in Florence and in Milan (1994); OPERA in Tokyo (1996); CALEIDOSCOPIO MISSONI in Gorizia (2006); TALLER MISSONI in Madrid (2009); WORKSHOP MISSONI in London (2009); MISSONI, L'ARTE, IL COLORE in Gallarate (2015).

Angela Missoni since 1997 is the Creative Director of the Company. She remains committed to infusing the family's brand with new energy, confidently communicating trends and ideas. Under her direction, Missoni's runway shows continually make an authoritative, international statement.

More information about Missoni is available at [www.missoni.com](http://www.missoni.com)

#### **About The Woolmark Company:**

The Woolmark Company is the global authority on wool. Through our extensive network of relationships spanning the international textile and fashion industries, we highlight Australian wool's position as the ultimate natural fibre and premier ingredient in luxury apparel.

The Woolmark logo is one of the world's most recognised and respected brands, providing assurance of the highest quality, and representing pioneering excellence and innovation from farm through to finished product.

The Woolmark Company is a subsidiary of Australian Wool Innovation, a not-for-profit enterprise owned by more than 25,000 woolgrowers that invests in research, development and marketing along the worldwide supply chain for Australian wool.

More information about The Woolmark Company is available at [www.woolmark.com](http://www.woolmark.com)

MISSONI Art Colour  
6 May – 4 September 2016

**Press images**

A selection of press images is illustrated below.



l to r: 1 Sonia Delaunay, Untitled, 1936, 64x46 cm, gouache on paper and ' Gino Severini , Ballerina, c.1957, 81x59 cm, oil on canvas  
Twentieth-century artists who inspired Rosita and Ottavio in the development of their vibrant patterns and signature graphic style are featured throughout the exhibition.



l to r: Enrico Prampolini, Composizione, 1952, 80x115 cm, oil on masonite. Ottavio Missoni, Untitled, 1973, 173x98 cm, acrylic on board.



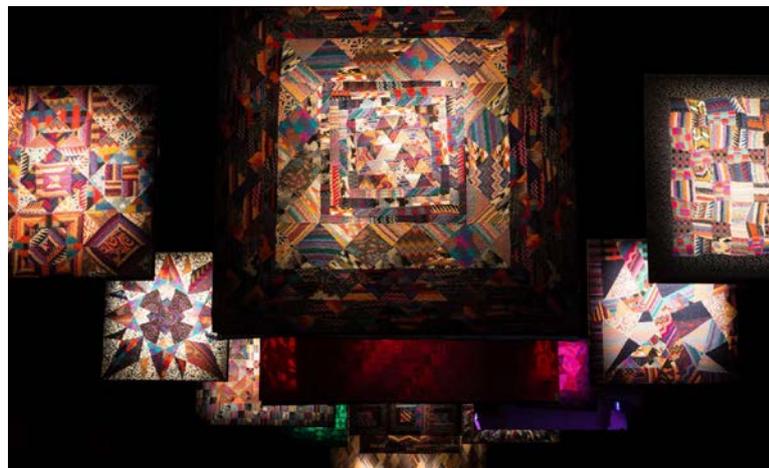
l to r: Ottavio Missoni, Senza titolo, 1971, 73 x 73 cm, acrylic on board. MISSONI, L'ARTE, IL COLORE, 'Le forme della moda', The Forms of Fashion installation of Missoni garments dating from 1953 to 2014 at MISSONI, L'ARTE, IL COLORE, 2015.



'Le forme della moda', The Forms of Fashion installation of Missoni garments dating from 1953 to 2014 at MISSONI, L'ARTE, IL COLORE, 2015. 'Missoni, Art, Colour' celebrates the fashion house's cross-pollination of fashion and art with pieces from the Missoni archive displayed alongside modern artworks.



l to r: Ottavio Missoni, Arazzo, 1978, 207x204 cm, patchwork of knitted fabrics. Ottavio Missoni, Arazzo, 1978, 209x202 cm, patchwork of knitted fabrics. Courtesy of Fondazione Rosita e Ottavio Missoni.



l to r: Ottavio and Rosita Missoni, 1984. Photograph by Giuseppe Pino. 'La sala degli arazzi' installation of Ottavio Missoni's patchwork of knitted fabrics at MISSONI, L'ARTE, IL COLORE, 2015.