



## **ONE BAG, ONE WOMAN: FORM AND CONTENT IN CONSTANT EVOLUTION**

*AIMPES presents "Inside out. The social life of bags" at Palazzo Morando in Milan*

Milan, 7 February 2017 – The Italian woman's path of accomplishment through the bags, and their contents, which accompanied her from the early 1950s to today: "Inside out. The social life of bags" is the new exhibition set to open at the Palazzo Morando Museum in Via Sant'Andrea, Milan, 13 to 14 February. Promoted by AIMPES with the support of the Ministero dello Sviluppo Economico (Economic Development Minister) and of ITA – Italian Trade Agency, concurrent with the 111th edition of MIPEL, and sponsored by the Municipality of Milan, the exhibition evaluates both the design and function of Italian bags. Curated by Fabiana Giacomotti, writer and lecturer on the Language of Fashion at "La Sapienza" University in Rome, forty-two iconic bags represent their historic moment in terms of shape and design, flanked by books and objects which ideally would have filled them year after year, highlighting the special relationship between women and this fashion accessory. Precious crocodile handbags with engraved silver lipstick holders set beside the ladies coin purses referred to in Gadda's novels, next to the worker's briefcases to be attached to bicycles during the years of post-war reconstruction. Shoulder sacks and messenger bags in leather and suede from the Sixties with context through texts, the eyewear and perfumes which accompanied protests. Walkman sets from the Eighties, in technical fabric rucksacks, give rise to thumb drives and the extra-thin mobile phones of today, elements which are almost invisible inside a shopper, and double foldable, transformable bags designed to go from day to evening. This symbolic, symbiotic relationship is highlighted through a high-impact layout and a video projected on a Vidiwall, made possible thanks to the support of Rai Teche.

Riccardo Braccialini, the President of AIMPES, confirmed: "We're proud of the development of Mipel in Città. Organising an exhibition was the natural evolution of the project. MIPEL is no longer just an industry trade fair, but a true vessel for the artisanal and cultural appreciation of that which is Made in Italy. What better than a bag to exemplify Italians' ability to create products brimming with creative content, exportable abroad, and to represent our vocation for excellence in terms of craftsmanship and skilled workers?"

In the words of Fabiana Giacomotti, "Great social phenomena can be seen in small objects of daily use, precious or humble. For this reason, I thought it would be interesting to trace a path that,

in addition to clearly representing the creative excellence and sophisticated design of Italian leather goods, emphasised the fundamental role of ‘companions’ in women’s lives, day after day.“

The exhibition is possible thanks to the generous contribution of important corporate and museum archives, as well as private collectors and the MIPEL team. The show gathers bags and accessories from Araldi 1930, Amato Daniele, Bianchi e Nardi, Bonfanti, Borbonese, Bottega Veneta, Braccialini, Bric’s, Capaf, Olop, Fendi, Fendissime, Fermoda, Ferragamo, Gherardini, Giancarlo Petriglia, Gucci, Leu Locati, Lexiapel, Parmeggiani, Plinio Visonà, Prada, Roberta di Camerino, I Santi, Serapian and Trussardi, but also innovative bags and small leather goods from anonymous craftsmen.

Even the shape and style of the catalogue is unprecedented: a deck of cards to play “Mercante in Fiera” (Merchant at the Fair), uniting bags and symbols under the creativity and artistic talent of Federico Bassi. In a limited edition of just 200, it’s sure to become a collector’s item.

After the private inauguration 13 February, on 14 February the exhibition will be open to the public, continuing along the 'Mipel in Città' course inaugurated in the latest edition, offering an important cultural event to the city of Milan. It will then travel abroad in the following months.

For more information:

Press office: [barbieriridet@mipel.com](mailto:barbieriridet@mipel.com) tel. +39 02-58328232