

EVENTS/CAUSES

Acqua di Parma explores classic theme with contemporary Italian art exhibit

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Acqua di Parma's exhibition celebrates Italian art and culture

By KAYSORIN

LVMH-owned Italian fragrance house Acqua di Parma is sharing the art and culture of its home country with the world in a new exhibition titled “I’ll Be There Forever/The Sense of Classic.”

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Luxury Daily

The exhibition, produced by the brand and curated by Cloe Piccoli, the artistic director of Acqua di Parma Contemporary Art Projects, will include works from a number of different contemporary Italian artists. Brands that sponsor and create public art exhibitions have the opportunity to connect with consumers in a less commercial environment and share the values and aesthetic that inspire their work.

“The production of a contemporary art exhibition is a stimulating challenge and a great source of pride for us,” says Gabriella Scarpa, President of [Acqua di Parma](#). “Supporting and cooperating with some of the most acclaimed Italian contemporary artists is an opportunity to confirm Acqua di Parma’s longstanding commitment to the promotion of culture, beauty and potentials of our country”

Class act

The exhibition will explore what it means to be classic and how the concept of classic changes over time. Acqua di Parma is interested in promoting Italian culture and sharing contemporary Italian art with an international audience.

The seven artists included in the show are Rosa Barba, Massimo Bartolini, Simone Berti, Alberto Garutti, Armin Linke, Diego Perrone and Paula Pivi. All have had success in the Italian art world and produce pieces that represent Italian culture and life in Italy today.

Acqua di Parma's exhibition will take place at the Palazzo Cusani, a Milanese landmark that was originally built in the late seventeenth century and redesigned by Roman architect Giovanni Ruggieri in 1719. The building represents Milan's rich architectural history and is an ideal location for an exhibit that focuses heavily on the influence of Italian culture on art.

Opening May 15, I'll Be There Forever/The Sense of Classic will run until June 4 and will be open to the public. The exhibition will allow Acqua di Parma to draw a wider audience that may not be familiar with its products.

Additionally, hosting a public art exhibition will give the brand a chance to connect with consumers emotionally, showing that it is not solely interested in commerce but also shares a passion for art and culture. This can help forge stronger consumer relationships that may eventually lead to purchases in the future.

"Acqua di Parma will solidify its brand image and brand associations with the patrons of the exhibit," said Andre' Barnwell, instructor and fragrance designer, Los Angeles. "These consumers when in a purchasing situation will respond favorably to the purchase of an Acqua di Parma brand."

"As an Italian lifestyle company Acqua di Parma is reinforcing their Italian roots by associating with Italian artists. Elitism is an important dimension of luxury and an appreciation for artists is an acquired taste."

Exhibiting Italy

Other Italian luxury brands have taken advantage of the country's rich culture to create exciting art exhibitions.

For example, earlier this year Italian jeweler Bulgari partnered with curators to put on an exhibit dedicated to celebrating classic Italian fashion and culture during the mid-twentieth century.

The exhibit, titled "Bellissima. Italy and High Fashion 1945-1968," was curated by Maria Luisa Frisa, Anna Mattiolo and Stefano Tonchi and explored the interaction of Italian art and fashion during a time when the country was flourishing. Bulgari also included a selection of its iconic jewelry in the exhibit ([see story](#)).

Whether or not their own work is included in the exhibition, these events can help brands gain publicity and connect with consumers.

Italian leather goods label Furla, for instance, highlighted its foundation's artistic

endeavors with a retrospective spanning the 15 years of its art award.

With its opening on March 5 at the Palazzo Reale in Milan, “Growing Roots” brought together the 10 past winners of Premio Furla to explore the diversity of Italian art. This retrospective helped both commemorate Fondazione Furla’s past while the exhibit’s location drew attention to the prize’s move to Milan this year ([see story](#)).

"It is imperative that luxury brands support the arts because they share the same consumer," Mr. Barnwell said. "Consumers of the arts admire strong artistic content and craftsmanship which are the same criteria they expect from luxury goods.

"Luxury patrons have a high propensity for philanthropy and Acqua di Parma needs to show that same passion," he said. "Hosting events in the community show that they are more than a brand but a citizen who cares about its community especially if they also include a charity that typically these luxury patrons also support."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

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1 thought on “Acqua di Parma explores classic theme with contemporary Italian art exhibit”

1. **Michelle** says:

May 13, 2015 at 4:17 am

Wow , Great article ! thank you for sharing it with us !

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