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Fendi to show that sun “sets” in Rome

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Fendi windows at Harrods, inspired by the Palazzo's architecture

By STAFF REPORTS

Italy's Fendi is inaugurating its Roman headquarters, the Palazzo della Civiltà Italiana, through a live-streamed event hosted on its Web site.

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The ceremony to celebrate the brand's new homebase will take place on Oct. 22 with the festivities, namely a light show to be broadcasted via a livestream, beginning promptly at 7:45 p.m. CET on its Web site. Since the space doubles as a tribute to Italian craftsmanship, sharing its inauguration with a wider audience will further circulate the pride Fendi takes in its heritage.

Light it up

Fendi announced the location of its new headquarters in the spring and is reportedly paying \$3 million per year on rent to use the Palazzo della Civiltà Italiana as its headquarters.

The move to the building caused some eyebrows to be raised due to the building's connection to Italy's former Fascist dictator Benito Mussolini, who commissioned its construction in the 1930s for the 1942 World's Fair that never took place due to World War II. As a result, the building has become a symbol of fascism ([see story](#)).

Nevertheless, to celebrate the building's official opening Fendi has worked with artist and draftsman Mario Nanni on a never-before-seen light installation titled "Poesia di Luce," which in English translates to "Poem of Light."

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Only three days to go before the upcoming inauguration of the Fendi Headquarters at Palazzo della Civiltà Italiana in Rome on October 22nd. Stay tuned for a very special event

Posted by [Fendi](#) on Monday, October 19, 2015

The light installation will show a rising sun in a deep red that will appear from the stairs and beat with time, as it becomes white at midday. On the night of Oct. 22, Fendi will unveil the permanent lighting of the Palazzo which was also conceived by Mr. Nanni.

Throughout the night the building's lighting will increase in shades and intensity to illuminate the Palazzo's architecture and columns creating a unique light perspective.

Fendi's event also marks the opening of its first exhibition at the Palazzo titled "Una Nuova Roma," in collaboration with Roma Capitale, Assessorato alla Cultura e al Turismo – Sovrintendenza Capitolina ai Beni Culturali. The exhibit will be held in the Palazzo's dedicated exhibition space on its first floor.

In a statement, Fendi chairman and CEO Pietro Beccari said, "We are proud to give back to our city, Rome, and to the whole world, the Palazzo della Civiltà Italiana, symbol of our Roman roots and of a continuous dialogue between traditions and modernity, values dear to Fendi since ever. In addition, from Oct. 23, more than 70 years after its creation, Palazzo della Civiltà Italiana's first floor will finally be open to the public through an exhibition that tells its story since its architectural project to nowadays."

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