

APPAREL AND ACCESSORIES

Bottega Veneta balances fluidity and form for fall campaign

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Bottega Veneta fall/winter 2016 campaign

By STAFF REPORTS

Italian fashion label Bottega Veneta's fall/winter 2016 campaign casts an artistically formed landscape as a major player.

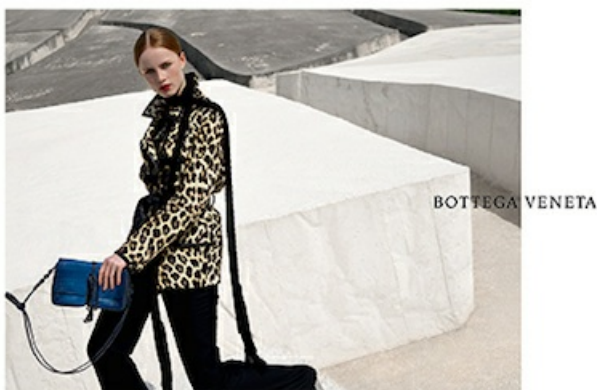
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Dutch photographer Viviane Sassen captured the brand's apparel and accessories at Alberto Burri's Grande Cretto of Gibellina in Sicily, with his man-made concrete formations juxtaposing the soft, fluid lines of the garments. Marking the 15th year of Bottega Veneta's Art of Collaboration series, this campaign allows multiple art mediums to have a voice in its effort.

Monumental marketing

Mr. Burri, a post-war Italian artist, created the 861,000-square-foot land art as a memorial to the town of Gibellina. The village was the victim of an earthquake in 1968, and the nearly destroyed town could not be rebuilt.

The work features large blocks of white cement separated by cracks, covering the town's remains.



Bottega Veneta fall/winter 2016 campaign image

Against this stark backdrop, models Simon Fitskie and Rianne Van Rompaey pose in Bottega Veneta attire, their vibrant and dark clothing creating a contrast with the stones behind them.

Ms. Sassen previously photographed Bottega Veneta's spring/summer 2016 campaign, which was captured at the Jardin d'email.

"Viviane's photography has an inescapable enigmatic quality to it, a refinement and acute independence," said Tomas Maier, creative director of Bottega Veneta, in a brand statement. "Together we have explored both the artistic landmarks for the campaigns that are more than a backdrop but rather an added voice to our collaboration."

The Art of Collaboration Fall/Winter 2016 with Viviane Sassen- Bottega Veneta

Bottega Veneta recently looked back on 15 years of artistic partnerships through an exhibition at Ullens Center for Contemporary Art in Beijing.

Opened June 8, "Art of Collaboration" was the first time that the brand's photography from its ad campaign series of the same name were on display in the same venue. As **Bottega Veneta** turns 50 and creative director Tomas Maier marks his 15th year at the helm of the house, the brand is hosting a series of celebrations to mark the milestones ([see story](#)).

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