

APPAREL AND ACCESSORIES

Furla fine-tunes art advocacy mission with newly inked partnership

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Image courtesy of Furla

By STAFF REPORTS

Italian accessories brand Furla is beginning an ambitious new project to carry on the mission of Fondazione Furla to support and promote contemporary culture.

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Furla is continuing its commitment to contemporary culture through a newly inked partnership with Museo del Novecento, a modern and contemporary art museum in Milan. Together, Furla and Museo del Novecento will organize a series of projects for the 2017 and 2018 seasons, with participation from renowned Italian and international artists.

Advocating the arts

Fondazione Furla's new path is under the artistic direction of Peep-Hole, an independent art center. The collaboration between the three is an innovative arts concept for Italy, as it brings together a public museum, a private foundation and an independently run center for the arts.

The alliance brings together a mutual desire to foster the arts by pooling expertise and resources to enrich and support the Italian contemporary art scene.

Fondazione Furla's partnership with Museo del Novecento will base its projects of creating a conversation between yesterday's masters and active artists by beginning a multi-tiered dialogue with 20th century masterpieces from the museum's collection.

The series' first event is scheduled for September 2017.



Milan's Museo del Novecento; photo by Thomas Pagani

In addition to the main program, Fondazione Furla and the Museo del Novecento will curate a calendar of parallel events. An integral part of the overall project, this outreach element will consist of educational activities to build closer contact with a broad, varied museum audience.

Fine art is at the top of the luxury pyramid, and today's luxury brands should strive to be modern-day Medicis by becoming patrons, says an Artsy senior executive.

At Luxury Interactive 2016's "Supporting the Arts: How Artsy is Opening its Storytelling Doors for Brands" keynote, the platform's president and COO worked to demonstrate why advertising dollars should be allocated toward the support of the arts. Aside from being a public good, advocating for the arts enhances a brand's stature and allows it to tap into an audience that is dedicated, involved, knowledgeable and financially established ([see story](#)).

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