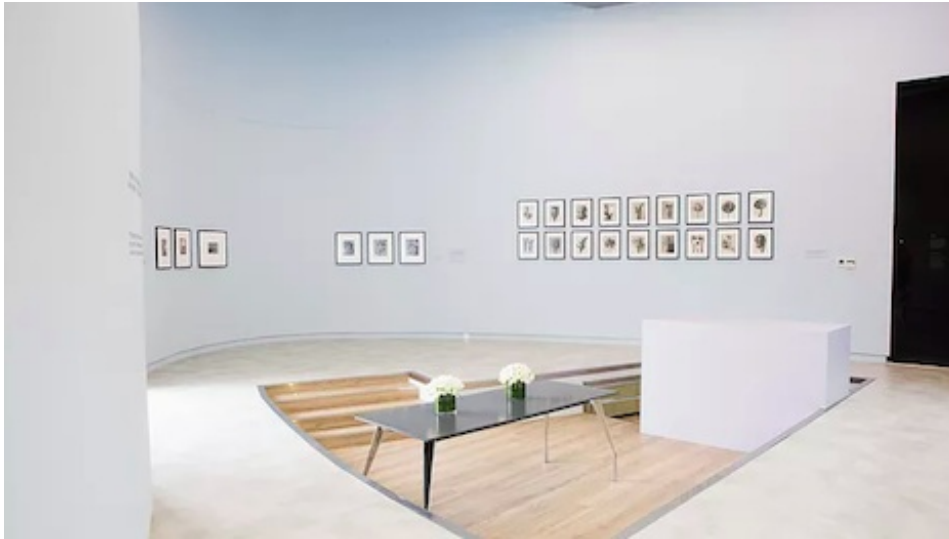


APPAREL AND ACCESSORIES

## Bottega Veneta supports Shanghai photography institution with year-long sponsorship

January 17, 2017



*Inside the Shanghai Center of Photography*

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By STAFF REPORTS

Italian fashion house Bottega Veneta is putting a lens on its art appreciation through an alliance with the Shanghai Center of Photography.

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From the start of 2017, the brand will be the corporate sponsor of the institution, sponsoring four international exhibits throughout the year. This long-term relationship draws on the affection Bottega Veneta creative director Tomas Maier has for photography.

Picture worth 1,000 words

The nonprofit Shanghai Center of Photography (SCoP) was founded by photojournalist Liu Heungshing in May 2015, becoming the city's first institution dedicated solely to the art of photography. The space is located in Shanghai's West Bund along the Huangpu River.

Kicking off the Bottega Veneta-sponsored series will be "Made in Germany: German

Photography from the 19th Century to Today.” Up from Jan. 11 to April 2, this exhibit features works by Helmut Newton and Leopold Ahrendts, with works spanning genres from Bahaus to documentary.



### *The Shanghai Center of Photography*

Since Mr. Maier took the reins of Bottega Veneta 15 years ago, the brand's ad campaigns have featured collaborations with different visual artists and photographers.

An exhibition at Ullens Center for Contemporary Art in Beijing last year, “Art of Collaboration,” marked the first time that the brand’s photography from its ad campaign series of the same name was on display in the same venue. Over the years, Bottega Veneta has worked with talents including Annie Leibovitz, Peter Lindbergh and Steven Meisel ([see story](#)).

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