

ARTS AND ENTERTAINMENT

Fendi backs Italian contemporary art at Venice Biennale

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Kendall Jenner for Fendi, fall/winter 2016-17

By STAFF REPORTS

LVMH-owned Fendi is supporting artists from its home country via patronage of the Italian Pavilion at the 57th International Art Exhibition of the Venice Biennale in Italy.

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The Venice Biennale occurs every two years and features a collection of contemporary art galleries dedicated to the creative talent of specific countries, much like the World's Fair concept. From its restoration of Rome's Trevi Fountain ([see story](#)) to its work conserving art with the Italian Cultural Ministry, Fendi is heavily involved in Italy's cultural scene.

A little Italian magic

The Italian Pavilion at the 2017 Venice Biennale is titled "Il mondo magico," or "The magical world" in English.

Under Fendi's patronage, the exhibition hall will be curated by Cecilia Alemani. Three Italian artists, Giorgio Andreotta Cal, Roberto Cuoghi and Adelita Husni-Bey, have been invited to fill the pavilion with their artwork.

The trio of Italian artists, all of whom have an interest in magic, have created three new projects for the Venice Biennale.

Italy's pavilion as well as those of 83 other countries, and a total of 120 participating artists, will be on view during the Venice Biennale in Venice May 13 to Nov. 26.



Banner for the 2017 Venice Biennale May 13 to Nov. 26

The main sites for the art fair are Giardini and Arsenale, including the Giardino delle Vergini toward the Arsenale

Nord. Additional events will be held around Venice's historic center and on San Servolo island.

When first held in 1895 as the first international art exhibition, the fair saw more than 200,000 visitors. Guests from the 2015 "All The World's Future" exhibition saw more than 501,000, demonstrating the staying power of the event 120 years and 56 editions later.

Luxury arts patronage must lean on codes of authenticity to be well-received by consumers.

Wealthy individuals' patronage of the arts has led luxury houses to support artists, writers, musicians and filmmakers through branded platforms as a method to further connect with the sentiment of their core consumers.

From campaigns directed by Hollywood mainstays to collaborative capsules designed by in-demand artists, luxury brands have worked with the best-of-the-best to demonstrate shared talent and vision. In addition to brand-artist partnerships, luxury has tapped up-and-coming artists through grant programs fielded from open submissions, thus sourcing next-generation talent that wealthy consumers may invest in via purchases or financially support as a patron ([see story](#)).

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