

APPAREL AND ACCESSORIES

## Fendi commissions sculpture to celebrate Roman heritage

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*Rendering of Fendi's Leaves of Stone installation*

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By STAFF REPORTS

Italian fashion label Fendi is giving back to its hometown of Rome through art.

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The brand commissioned a sculpture from artist Giuseppe Penone for the sidewalk outside of its Palazzo Fendi flagship. Meant as a donation to the city that has served as its backdrop and inspiration for more than 90 years, the permanent installation is designed to be a public exhibit.

Art for all

Since January, Fendi has been staging a public exhibit of Mr. Penone's work at its Roman headquarters at Palazzo della Civiltà Italiana. Titled "Matrice," the display shares his five-decade career.

A fan of the avant garde, the artist frequently deals with the intersection of nature and humanity in his work, favoring mediums such as wood, wax, leather, bronze and marble.

This free exhibit will be up until July 16.



*Giuseppe Penone*

Extending its work with Mr. Penone in a more lasting fashion, Fendi tapped the artist to create a sculpture for its boutique. The resulting creation, titled "Foglie di Pietra," or Leaves of Stone in English, mimics the shape of a tree. Juxtaposing materials, the limbs of the structure hold up the likeness of a giant stone. Unveiled on May 22, the site-specific sculpture is intended as a permanent statement.



*Leaves of Stone outside the Palazzo Fendi boutique*

Earlier this year, the LVMH-owned label supported artists from its home country via patronage of the Italian Pavilion at the 57th International Art Exhibition of the Venice Biennale in Italy.

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 ([see story](#)).