

APPAREL AND ACCESSORIES

Fendi brings digital artist to Rome for out-of-home artwork

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Fendi's HQ in Rome acts as the backdrop for interactive piece. Image credit: Fendi

By STAFF REPORTS

Italian fashion brand Fendi has made itself the canvas for an interactive art piece in Rome.

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Hungarian artist Laszlo Bodos worked with the brand to create a video mapping projection piece, casted against its Rome headquarters. Produced by Solid Light for Videocitta, the piece entitled "Lux Formae by Laszlo Bodos" brings the artist to Rome for the first time.

Art and architecture

The piece is projected against Palazzo della Civiltà Italiana, the classic building that houses Fendi's headquarters.

Fendi shared a film of the piece on social media, with futuristic tones.

The digital work of art includes different lighting projections across the building.

"Fendi continues to strengthen its bond with Rome, which in recent years has been further shown by the interest in contemporary art, a bond between fashion and the city," said the brand in a statement. "Since Fendi has always believed in Rome, it also shared the mission of Videocitta, that is, the desire to highlight the best aspects of the city, as the capital of art, fashion and beauty."

Fendi's work with Laszlo Bodos

The Italian label is often focused on its Roman heritage and incorporates the city into its strategies.

Fendi was recently the first to completely take over Selfridges' Corner Shop, as the label celebrated the last month of summer mixed with its Italian heritage.

Staples of warmer months and Italy such as gelato, postcards from Rome and a staging similar to a Roman piazza took over the British department store's Corner Shop in London. Fendi's iconic products such as its Peekaboo bag along with upcoming collections for fall and winter of this year were showcased in the concept store ([see story](#)).

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