

MEDIA/PUBLISHING

Gucci spotlights architectural art in tome

August 1, 2019



Cover of *Imitatio Vitae*. Image courtesy of Gucci

By STAFF REPORTS

Italian fashion label Gucci is bringing ancient art back into the forefront through an editorial project.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The Gucci-produced book "Imitatio Vitae" centers on sculptures that were originally made for the Palazzo Ducale in Venice. Inspired by Gucci artistic director Alessandro Michele's affection for antiques, the project seeks to place new attention on the unknown artists' mastery.

Set in stone

The Palazzo Ducale's porch and loggia originally featured bas-relief Italian gothic sculptures made in the 14th century. In the 1800s, the sculptures were removed from the palace's exterior and stored to protect them from weathering.

Imitatio Vitae features a curated selection of images by photographer and filmmaker Marina Cicogna, who included photos from the CameraphotoArte archive as well as some of her own shots.

"In the 14th century, only a privileged few could read or write," Ms. Cicogna writes in her book introduction. "Forget photography, cinema, and let's reflect on the fact that these artisans could describe animals, warriors, ladies, zodiac signs, men from other cultures and religions, as well as baskets filled with flowers, fruits, vegetables just by carving them into stone. Who wouldn't be enchanted?"

These images are accompanied by reactions from artists across disciplines, from designers Diane von Furstenberg and Valentino Garavani to actors Vanessa Redgrave, Salma Hayek, Jeremy Irons and Rupert Everett.



Imitatio Vitae includes thoughts from artists in other fields. Image courtesy of Gucci

Gucci is collaborating with Venice-based publisher Marsilio to produce the book. Mr. Michele served as the art and creative director for the tome.

The book will launch first in Italy in September, with a global release in February.

Mr. Michele's work for Gucci often references the past.

The location for the label's 2020 cruise collection show tied into the past of its creative director and the brand.

Gucci hosted its 2020 cruise collection show at the Capitoline Museums on May 28 this year. The location looks into Ancient Rome and includes an extensive antiquities collection, representing Mr. Michele's inspiration for his Gucci designs ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.