

ARTS AND ENTERTAINMENT

Fendi livestreams Anima Mundi concert June 20 on summer solstice

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Summer Solstice performance of Antonio Vivaldi's Estate from The Four Seasons executed by the orchestra of the Accademia Nazionale di Santa Cecilia and star violinist Anna Tifu, dressed in Fendi looks. Image courtesy of Fendi

By LUXURY DAILY NEWS SERVICE

Roman fashion house Fendi collaborated on a live streaming event June 20 called Anima Mundi Soul of the Universe performed by the Accademia Nazionale di Santa Cecilia, one of the world's oldest musical institutions.

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The orchestra performed Antonio Vivaldi's Estate from the Four Seasons suite with violinist Anna Tifu, dressed in three different Fendi looks.

"The partnership between classical music and fashion celebrates the day of the summer solstice, symbolizing the desire to restart, reunite and rejoin," Fendi said in a statement.

"As the first concert of the **Accademia** after the pandemic, this unique performance brings the savoir faire of Fendi couture together with renowned Italian performer Anna Tifu."

June 20 is summer solstice.



Summer Solstice performance of Antonio Vivaldi's *Estate* from *The Four Seasons* executed by the orchestra of the Accademia Nazionale di Santa Cecilia and star violinist Anna Tifu, dressed in Fendi looks. Image courtesy of Fendi

Fresh start

Celebrating **Fendi's** Roman roots and Made in Italy heritage, the concert's stage was the LVMH-owned company's Fendi's imposing headquarters in Rome, Palazzo della Civiltà Italiana.

"The idea of the performance comes from the desire to share with the community, after the pandemic, a positive message of rebirth through art, fashion and music," Fendi said.

"The symphonic music, whose peculiarity lies in the highest quality of sound, finds for the first time its iconographic expression through Fendi's couture dresses which visually personify the narrative of *Estate*.

The performance will be celebrated on the day of the summer solstice, symbolizing the common desire to restart, reunite and rejoin.

"Of all the concerts of the Vivaldi cycle, *Estate* is the one that leads the listener to a *climax* of exciting and engaging emotions, rendered by the musical writing with almost visible' effects.

Per Fendi, Anima Mundi represents the unifying principle from which each organism takes shape, articulating and differentiating itself through its individual specifications, to then unify under a universal soul.

The performance was executed following this concept, with the musicians first playing separately and then united by the orchestra. It was designated to be an "itinerant" performance in space and time, the one of Ms. Tifu and of the orchestral professors, Fendi said.

From the first movement, at dawn, on the steps of Palazzo della Civiltà Italiana and then under the arches, maintaining the social distance imposed by the events of recent weeks, the musicians finally rejoined at sunset on the rooftop of the "Square Colosseum" to tune up for the last movement of *Estate*, playing music together again after these months of forced separation and celebrating together the warmth of music and summer, according to the

company.



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The event streamed live June 20 on [Fendi.com](https://www.fendi.com) and [Santacecilia.it](https://www.santacecilia.it).

Ms. Tifu played the 1716 Antonio Stradivari "Marchal Berthier" ex Napoleon, which is a highly prestigious violin that the Fondazione Pro Canale of Milan lends to the most talented violinists to be played and be brought back to life.

Antonio Stradivari is universally regarded as the greatest violinmaker in history. Research shows that the violin Ms. Tifu will play left Stradivari's shop to be delivered to the Court of Spain, where it remained until the French occupation.

Napoleon's General Alexandre Berthier, the commander-in-chief of the victorious expedition, brought the instruments to France and received it later as a gift from the emperor himself.

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