



**ARTS OF ITALY:
OVS PROMOTES DIALOGUE BETWEEN ART AND
FASHION, SHOWCASING ITALY'S ARTISTIC AND
CULTURAL HERITAGE**

A limited edition capsule collection to contribute
to showcasing masterpieces of Italian art

Venice, 20 April 2016. Devised and promoted by OVS, Arts of Italy is a brand new project to raise awareness about safeguarding and making the most of the wealth of art in our country. It is a journey through time, discovering Italy's immense cultural and artistic heritage. This ambitious goal will allow OVS to pay homage to lesser-known Italian art works with a limited edition collection, and to donate financial resources to bringing monuments with priceless historical value back to life.

Art and nature have always provided us with inspiration of matchless beauty and perfection, and are the source of ideas for the work of artists and creatives. Arts of Italy is a journey that OVS, Italy's top fast fashion retailer, has undertaken all over the country, seeking ideas and interpreting Italy's artistic heritage through the innovative key of detailing: decoration, friezes, the grain in a piece of marble, or the tiles in a mosaic. From this we have produced a limited edition capsule collection with a bold visual impact, designed by the creative team at OVS and inspired by some of Italy's most important art treasures, as researched by Davide Rampello, project curator, together with his team. The collection, for men and women, will be on sale in selected OVS stores from 20th May, and from 19th May, online at ovs.it.

The womenswear collection is based on the mosaics of Salerno Cathedral, transformed here into multi-coloured designs for undulating skirts and dresses, or in beaded decorations for white T-shirts and jogging pants. The stone rose on the Church of San Pietro di Tuscania (Viterbo) has also been re-interpreted and repeated an infinite number of times in brilliant white macramé lace on crop tops and little dresses with gathered sleeves. For the menswear, the geometric decorations of the Roman house in Spoleto have migrated to regimental shirts and canvas slip-on shoes, while the baroque prospects of the dome of Sant'Ivo alla Sapienza in Rome are repeated endlessly on T-shirts with street attitude, as are the white Carrara statues of the Scala dei Giganti of Venice's Ducal Palace. Part of the profits from the sale of items in this collection will be devolved to the restoration of some of Italy's artistic masterpieces.

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"The Arts of Italy project was set up with the aim of paying tribute to the beauty we meet every day, in the squares, churches and landscapes of Italy," says Stefano Beraldo, CEO of OVS. "We make clothes and to do this we are always on the lookout for inspiration. Our team of designers was immediately taken with the idea of seeking creative vision in works of art. I asked my friend, Davide Rampello to be the artistic supervisor, to guarantee development of the utmost quality. On one hand, the project progresses through the creation of garments with weaves, embroidery, or prints inspired by the patterns found on various Italian artworks. On the other, it involves raising funds for the restoration or to raise the profile of works of art or monuments, selected from the more unfamiliar but by no means any less important pieces".

"Beauty as an idea is not just linked to aesthetic value; beauty is above all an experience. When one experiences beauty, it is surprising, marvellous, and emotional. And emotion is what drives us to find out more about something that otherwise would fail to attract our attention. That's why I was happy to accept Stefano Beraldo's offer to bring the large OVS community and others, a greater awareness of beauty," says Davide Rampello. "Italy is a living synthesis of beauty. For thousands of years, our country has created and produced examples of synergetic harmony based on creativity and freedom, and these have led to the most genuine development of beauty as an absolute value. This heritage has always been recognised and shared but perhaps we are all only superficially aware of it. Artsofitaly is a bold, ambitious project with an important goal: to boost the cultural and aesthetic awareness of the general public, stimulating a whole new recognition of taste."

"Public and private sectors increasingly need to work together to safeguard our cultural heritage, a precious resource that we all need to defend and make the most of," says Dario Franceschini, Minister for Arts, Culture and Tourism. "Cultural patronage is a civilised gesture that now, thanks also to ArtBonus, is gaining its rightful recognition".

To bring variety to the names joining the adv campaign for Arts of Italy, shot by photographer Pierpaolo Ferrari, OVS has called on well-known figures from different worlds to be its ambassadors. From fashion designer Marta Ferri, to author Chiara Gamberale, actors Eleonora Giovanardi, Margareth Madé, Silvio Muccino and Alessandro Preziosi, art critic Achille Bonito Oliva and composer Giovanni Allevi, who will conduct a world preview of his sacred cantata, "Sotto lo stesso cielo" for choir and orchestra, at a special concert to launch the Arts of Italy project on 4th May at the Auditorium in Milan, where he will be bringing over 100 musicians to the stage.

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OVS Arts of Italy will also have a parallel course that will involve the public in a video competition, organised together with the Fondazione Ente dello Spettacolo, chaired by Don Davide Milani. The competition is open to anyone wishing to send in a video about beauty, promoting the uniqueness of a work of art, a landscape, or a detail.

“The aim is to promote film as a means through which young people can discover the wealth of culture, large and small, that surrounds them and is often taken for granted,” explains Don Davide Milani, President of the Fondazione Ente dello Spettacolo.

“Anywhere can be home to a place worthy of admiration, but here we have an added value, that only the competition entrant can bring: the story that links them to a place that is special to them. Because places or things become a piece of cultural heritage when they become a part of people’s lives and experience. Like skateboard races in the town square, or the murals that mark the growth of an adolescent into an adult. Any young person with a smartphone can take part and tell us about ‘their own’ Italian beauty”, tagging their film with the hashtag #OVSArtsOfItaly.”

The top three films, as chosen by an expert panel, including Davide Rampello, Gaetano Pesce and Achille Bonito Oliva, will receive a cash prize and see their film shown at the next Venice International Film Festival. This will be followed by a crowdfunding operation, continuing until the end of the year, to collect funds to recover, restore and enhance the works shown in the videos.

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