

casaZegna

PART OF



Fondazione **Zegna**

Trivero, 22th April 2010

ERMENEGILDO ZEGNA: One-Hundred Years of Fabric Innovation and Style.

On view at **CASA ZEGNA**, the historical archive and cultural gathering pole in Trivero (Biella).

Every Sunday from May 16th to July 25th 2010.

In 2010 Ermenegildo Zegna celebrates its Centennial with a series of special projects around the world, among which the exhibition "**Ermenegildo Zegna, One-Hundred Years of Fabric Innovation and Style**" will take place in Trivero - conceived with the collaboration of the company's historical archive at Casa Zegna.

An Italian history of excellence of a company which in the pursuit of quality, contributed to the evolution of Italian style, while staying close to its Biellese origins while embracing a global vision

The exhibition in Trivero, which is an anticipation of the Centennial Exhibition which will be held at Milan's Triennale design museum in June, shows a contemporary narrative of the history of the Zegna brand – from wool mill, to clothing manufacturer, to global luxury brand.

The initiative is also an occasion to showcase the many environmental and philanthropic projects of the Fondazione Zegna, which was founded in 2000 with the aim of improving the quality of life for human beings in respect of the environment, and the numerous collaborations of the Group with the greatest contemporary masters of art and architecture (from Peter Marino the architect for Zegna's new Global Store concept to Antonio Citterio for the new Headquarters in Milan).

During the exhibition it will also be possible to visit the historical archive and HabitusZegna, the permanent installation made by Cittadellarte-Fondazione Pistoletto.

In addition to this, from the adjacent Zegna Centre in Trivero, on display on the Lanificio Zegna's terraces *The coloured flags, work in situ, 2007, Trivero*, the contemporary art installation by **Daniel Buren**. While in the hamlet of Trivero, the bench-sculptures by **Alberto Garutti**, titled *The dog portrayed here belongs to a Trivero family. This work is dedicated to them and the people who will talk about the sculptures as they sit on the benches*. Both these works form part of the project ALL'APERTO, established by the Fondazione Zegna with the aim of making contemporary art and its values more accessible (Info: www.fondazionezegna.org/allaperto).

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INFORMATION

Casa Zegna - Via Marconi, 23
13835 Trivero (Biella) T. +39 015 7591463 www.casazegna.org

The exhibition is open every Sunday from 2 p.m. to 6 p.m.
Free entrance.

Groups and schools:
(only with booking +39 0157591463 or archivio.fondazione@zegna.com)
Schedules: Tuesday and Thursday 9 a.m. – 1 p.m. / 2 p.m. – 6 a.m.

PRESS OFFICE

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