

LA DOLCE VITA. 1950-1960 STARS AND CELEBRITIES IN THE ITALIAN FIFTIES

EATALY NY - 200, 5th Avenue – New York
October 7th– November 14th 2011

BETWEEN CHARME AND FAME ITALIAN FIFTIES SHOW THEMSELVES IN NEW YORK

84 images, almost completely unpublished and shown for the first time to the American audience, pictures stolen to the next great international movie stars, and in the background, the Italy of the Fifties that reflects itself over the frenzy fans looking for autographs; rites, characters and personalities that would have rendered Italian Fifties a period of great charm and Italy itself an unique place in the world.

All this is narrated in the exhibition **La Dolce Vita. 1950-1960. Stars and Celebrities in the Italian Fifties**, curated by **Marco Panella**, promoted by **Ministro del Turismo, Cinecittà - Luce** and **Artix**. After the success of its roman preview last year, the exhibition will be shown from October 7th to November 14th 2011 at Eataly New York, the charming reign of the *made in Italy* on the Fifth Avenue.

The 84 pictures, selected by the curator in the **Archivio Storico Luce** photographic funds, rebuild an era whose memory has become a peculiar sign of the Italy representation in the world.

It's Italy, a moment before it changes forever, that is represented in the pictures, narrated through charm and beauty, key lecture for telling a Country that, while following with passion celebrities scandals and gossip, looks confidently at the future and improves its social condition.

Between the celebrities that in those years animated social life and charm in a Rome competing with Hollywood for the international star system, many Americans arrived with the major companies that shot their *Kolossal* in Cinecittà.

At the same time, many talented Italian actors and actresses - Anna Magnani, Sophia Loren, Gina Lollobrigida, Rossano Brazzi, Elsa Martinelli, amongst the others– crossed the Ocean in order to shoot in Hollywood; Italian cinema receives in those years, from the Academy Awards, the Oscar to Vittorio De Sica (1948, *Sciuscià* and 1950, *Ladri di biciclette*), Federico Fellini (1956, *La strada* and 1957, *Le notti di Cabiria*), Anna Magnani (1956, *La rosa tatuata*) and Sophia Loren (1962, *La ciociara*).

“New York is an elective location for this exhibition” says Marco Panella “ ideal in order to witness and pay homage to that strong link that, in the Fifties, Italian habits and society has had with United States.” “Telling Italian Fifties – continues Panella – is like telling a Nation in its light-hearted youth; a charming and moving tale, sometimes naïve, everybody is fascinated by; a tale that keeps on rendering an extremely attractive image of our Country.”

The exhibition, so suggestive in its powerful images, represents a promotional tool for Italy, even more seductive for a demanding public, able to recognize, taste and appreciate the intense emotions of a travel in Italy. Dolce Vita images, proposed in a highly appreciated location as Eataly is, are an ideal tool able to motivate New Yorkers – so attentive to the Italian brand – to live an everlasting myth.

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