Galleria Creval, Palazzo Corbelli
via Arco d'Augusto 47, FANO (Pesaro Urbino)

ITALIANI AL MARE
MANIFESTI CINEMATOGRAFICI 1949-1999
Dalla Collezione Enrico Minisini
/
ITALIANS BY THE SEASIDE
FILM POSTERS 1949-1999
from the Enrico Minisini Collection

24 July - 29 September 2019

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The original exhibition "**ITALIANI AL MARE. MANIFESTI CINEMATOGRAFICI 1949-1999. Dalla Collezione Enrico Minisini**", curated by Andrea Tomasetig and Enrico Minisini, opens at the fascinating **Galleria Creval** venue at Palazzo Corbelli in Fano from 24 July to 29 September 2019.

The exhibition provides an account of **50 years of seaside cinema** - a lively variant of the Italian-style comedy genre - featuring a hundred of **posters**, **playbills and film publicity material**, all **original first editions**, from the vast **Minisini Collection**. The show provides us with a portrait of an Italy viewed from the angle of the exploits of seaside holidaymakers (from the mid-twentieth century to the threshold of the new millennium).
The exhibition takes its cue from "Cinema in Bikini" inaugurated in early June with great success in Lignano Sabbiadoro. Not only the summers… Fano also dedicates attention to the less ebullient - and indeed moody - atmosphere of **seaside locations during the winter months**, with exhibits relating to **Federico Fellini's** famous film of 1953, ***I vitelloni***.

The many graphic works at the Galleria Creval provide a record of these films of the years 1949-1999. Many of these exhibits are genuine **works of art of the "Italian film poster school"**, to use Stefano Salis's term. This 'school', among the most important at an international level, includes such great "**cinema painters**" as *Enrico De Seta, Sandro Symeoni, Nano (Silvano Campeggi), Anselmo Ballester, Angelo Cesselon, Alfredo Capitani, Giorgio Olivetti* and *Renato Casaro*. Indeed, the exhibition gives us pause for thought on the role of film advertising and its iconography, which the public at large found so characteristic and familiarly recognisable.
Simple and direct, so as to be immediately perceived by viewers, these works give voice to a pictorial language that was also capable of remarkable refinement, thus constituting a truly vital ingredient of Italy's repertoire of visual imagery and self-image. These works are "an explosion of summer colours", says Andrea Tomasetig, "alongside the hallmarks of the seaside holiday season: sand, sun, beach umbrellas, sails flashing in the distance, beautiful bikini-clad girls, lurking males. This exhibition is an opportunity to rediscover not just a successful and popular cinema genre with its famous actors and actresses, but also graphic art of the highest order, against the backdrop of Italy's social history and the customs of the times between the end of WWII and the close of the twentieth century".

The exhibition focuses particularly on **the fifties and sixties** - the decades of the economic boom, the age of a nascent general wellbeing, seaside holidays enjoyed for the first time, jukeboxes installed in the corners of bars, and the Fiat 500. Cinema and music - also thanks to the spread of television - dictate lifestyles. The Seventh Art hits new heights with its generous offering of light-hearted (but also more serious) productions filmed under the blazing sun at key seaside resorts on the Adriatic coast, on the islands of Ischia and Capri and at Taormina.
All the top actors and the most popular stars - Alberto Sordi, Ugo Tognazzi, Walter Chiari, Aldo Fabrizi, Totò, Franco and Ciccio, Raimondo Vianello, Vittorio Gassman - were signed up for leading roles, and many

popular singers (such as Mina, Ornella Vanoni, Jimmy Fontana, Miranda Martino, Gianni Meccia and Enrico Polito) sang the summer's big hits or "tormentoni". To cite just one example, Edoardo Vianello's *Pinne fucile ed occhiali* in the 1963 film *Canzoni ... in bikini* directed by Giuseppe Vari. These singers and stars were vital to these delightful light-hearted films, changing from season to season replete with their stock characters: the lifeguard, the distinguished "commendatore" - or man of means - with a weakness for women, the playboy, the girl in search of a husband, wives at the resort and husbands back in the city.
In the seventies, the content of films with a seaside setting became more "explicit". Then came the 'cinepanettoni' of the eighties and nineties ('cinepanettoni' were series of farcical comedy films, some of which were scheduled for release annually in Italy for the Christmas period, and which we associate with directors such as the Vanzina brothers). Communication, too, moved on from the draughtsman's studio poster to photography - and the bathing beauties moved on from bikini to topless. The exhibition closes with the poster of a movie that came to symbolize mid-nineties Italian society during the holiday season - Paolo Virzì's *Ferie d'agosto* (1996).

As Enrico Minisini puts it, "this event mirrors a changing Italy, as viewed from the beach, with a more immediate impact than any sociological treatise could ever have". We have a chance to "cast a curious and inquiring gaze on a mass phenomenon, which has contributed to building up Italy's collective history". A carefree, funloving Italy.

The exhibition, **under the auspices** of the Municipality of Fano, is **organized** by the Città di Lignano Sabbiadoro's Department of Culture and Municipal Library and **co-produced** by the Fondazione Gruppo Credito Valtellinese. **Project execution** by the Cultural Association "Noi ... dell'Arte".

Accompanying the exhibition is an exhaustive, richly illustrated, co-published **catalogue**, with essays by Stefano Salis and curators Andrea Tomasetig and Enrico Minisini.

Exhibition details

Title	ITALIANI AL MARE. MANIFESTI CINEMATOGRAFICI 1949-1999 Dalla Collezione Enrico Minisini
Venue	Galleria Creval, Palazzo Corbelli Via Arco d'Augusto 47 - FANO (PU)
Dates	24 July - 29 September 2019
Opening hours	24 July-31 August: Tuesday to Sunday 9 p.m.-11 p.m. 1 - 29 September: Tuesday to Sunday 5 p.m.-8 p.m. Closed Monday − FREE ENTRY
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Information	**Gallerie Gruppo Credito Valtellinese** www.creval.it