

FACCE/FACES

An exhibition: 200 faces photographed by Oliviero Toscani for United Colors of Benetton at the ex-Leopolda Station, Florence from 26 June to 31 July

The "FACCE/FACES" exhibition, a United Colors of Benetton project, opens in Florence on June 26th. The event is being held in the exhibition space created in the former Leopolda Station during the 52nd edition of Pitti Immagine Uomo.

UNITED COLORS
OF BENETTON.

"FACCE/FACES" brings together some 200 portraits of young people, recently photographed by Oliviero Toscani. A labyrinth of images, filling a space of almost two thousand square meters, reveals the DNA of the beauty of the future: young men and women of every nationality, an atlas of harmony and grace which goes beyond the commonplace and beyond ethnic differences.

"I have found beauty where it is not usually sought", says Oliviero Toscani. "These are the faces of today: they affirm what stereotypes generally deny and invite us to look for beauty in multi-racialism and in diversity".

The "FACCE/FACES" exhibition in Florence offers a preview of the thousand faces to be seen in the new advertising campaign which Benetton will be launching next autumn in streets and squares all over the world. The 200-page exhibition book contains an introduction by the prominent art critic Giovanni Agosti and is published by Castelveccchi.