***Councilor for Culture***

***Municipality of Milan***

Palazzo Reale is continuing its journey through the work of international masters of photography.

This time the spotlight is focused on the pictures of Richard Avedon, the American photographer whose name and images became associated with iconic magazines such as *Harper’s Bazaar*, *Vogue*, and *The New Yorker.* This exhibition is dedicated to him and has been made possible thanks to a fruitful collaboration with the Center for Creative Photography that houses the archives of his work.

A celebrated portraitist, Avedon was among the founding fathers of fashion photography, revolutionizing its style when, as early as 1945, he stopped portraying models in static poses, favoring instead realistic settings. Avedon’s images are almost cinematographic, leading the viewer to imagine the tales and stories they seem to evoke. Moreover, around this time, he began concentrating on minimalist and uniform backgrounds while never abandoning a refined study of movements and viewpoints from which to portray figures.

Avedon’s lens not only immortalized the era’s most famous models, but also a rich array of personalities including actors, dancers, celebrities, artists, musicians, writers, civil rights activists, and even heads of state.

Not infrequently, the same subject was also portrayed several times and at different periods, establishing true photographic relationships that reveal different aspects of both the person portrayed and their relationship with the photographer.

The exhibition is warmly welcomed by Milan, a city whose public institutions and museums have important ties with the world of fashion, which, together with the world of design, represents one of the main creative and production industries to have celebrated the prestige of Italian production around the world.

Milano, 20 September 2022