***Mayor of Milan***

The art of Richard Avedon is once again the star at Palazzo Reale, 27 years after the exhibition that brought the images created by one of the most important photographers of the 20th century to Milan for the first time. Now as then, it is a great pleasure for us to host works that defined new canons of beauty and style in the second half of the 1900s.

The revolutionary aspect of the photos by this iconic American lensman can be admired in the exhibition ‘Richard Avedon: Relationships’, at Palazzo Reale from 21 September 2022 to 29 January 2023. Dates to mark in red for anyone wishing to contemplate Avedon’s genius and the creative earthquake it triggered, which had its professional epicentre in the fashion industry: one of the engines of Milan’s economy.

This wizard of the image and light worked for many fashion houses and maisons in our city, and created the photos for two editions of the Pirelli calendar, in 1995 and 1997. In all of these works, as in the images selected for ‘Richard Avedon: Relationships’, one perceives the photographer’s ability to capture facial expressions, body language and the moments, changes, styles and tensions that have characterized our society through the years.

These qualities are even more evident in the black & white portraits for which Avedon became famous. Photos of people who made history in the 20th century, of fashion models and ordinary people, which stir the emotions of those who turn a curious gaze on humanity.

Thanks to ‘Richard Avedon: Relationships’, photography is becoming an increasingly important part of Milan’s cultural offer: a fitting tribute to an art form essential to understanding the dynamism of life around us.

Milano, 20 September 2022