



Hat-ology

Anna Piaggi and her hats

Curator: Stephen Jones

"My hat is personal. It is what contains the soul, the feeling, the sensation that moves this little world around."

Anna Piaggi, in conversation, at home, 2011.

One year after the passing of Anna Piaggi, the great Italian Fashion Editor, her legendary and eclectic hat collection will be exhibited at the Palazzo Morando, Milan entitled "Hat-ology". In collaboration with Associazione Culturale Anna Piaggi, Comune di Milano, the Camera Nazionale della Moda Italiana, curator Stephen Jones will celebrate Anna's frivolous and unique collection from a Chanel

haute-couture creation to a Prada baseball cap. Anna's hats will guide the visitor through her magical life in a very personal exhibition designed to give a flavour of her apartment in Milan. A new audience will be inspired as they discover the secrets of the Piaggi hatboxes.

"Most clients sit patiently while I place a hat on their heads. Anna would take it into her hands, try it on back-to-front, upside-down, pin on a jewel... make it her own. Then she would turn to me and with a pout say: 'You see'..."

Stephen Jones, 2013.

Milano, Palazzo Morando Costume Moda Immagine
22 september - 30 november 2013

Via Sant'Andrea, 6, entrance from Via Bagutta, 24, ground floor
ph. +39 02.884 65735 - 64532
www.civicheraccoltestoriche.mi.it

Opening time: 9.00-13.00 / 14.00-17.30 from tuesday to sunday, free entrance

Opening: saturday, 21 september, from 20.30 to 23.00, on invitation

Promoted by: Associazione Culturale Anna Piaggi

Via Roma, 9/B - 20090 Segrate (MI) It
ph. +39 02.21871529, +39 328.8874049
email: ac.anna.p@gmail.com

Press Office: Clara Piaggi
ph. +39 02.21871529, +39 339.7606193
email: clara.piaggi@libero.it

Anna, forever From 1950 to 2012 Anna lived a long, intense career as a fashion journalist and writer.

Her innate aesthetic sensibility, mixed with a very particular visual culture, gave her the ability to create visions, stories, interpretations absolutely personal and new in the international panorama of fashion.

Her sudden departure aroused strong emotions and sorrow: Anna's family and some friends considered absolutely due to preserve what she left.

A huge editorial production, her exceptional collection of clothes, accessories, pictures and drawings form an extraordinary and unique narration of creativity and experimentation, the cultural heritage left by of Anna mustn't be wasted.

With the aim of value and to make Anna's legacy known, her brother Alberto and Piaggi's family constituted in May 2013, the Associazione Culturale Anna Piaggi. The activities that the

Association wants to develop are essentially based on the presentation of Anna's collections and on the editorial work she did, such as: organizing exhibitions and events in Italy and abroad, publication of books and catalogues of texts and images, relationships with fashion schools.

The Association has organized in collaboration with the London College of Fashion – University of the Arts, the cataloguing and archiving of Anna's clothes collection, that is going on nowadays in Milan. The results of this work will be published soon on a dedicated internet site.

The Exhibition "Hat-ology, Anna Piaggi and her hats", presented by Stephen Jones, is the first of a series of initiatives dedicated to Anna's versatile and brilliant personality, one of the first journalist and writers able to decrypt the stylistic codes of fashion, creating links with different forms of art and emphasizing the importance of street culture.

