



ARTIGIANATO PALAZZO
botteghe artigiane e loro committenze

Under the Auspices of the Presidente della Repubblica Italiana
and with the Patronage of
Ministero per i Beni e le Attività Culturali
Ministero dello Sviluppo Economico
Regione Toscana, Provincia di Firenze
Comune di Firenze
Comune di Signa
Comune di Campi Bisenzio
Comune di Poggio a Caiano

Consolato Generale di Italia a Los Angeles
Istituto di Cultura Italiana

present

“Hats on Film”

**A project between Art&Craft and Cinema
to establish and promote “Made in Tuscany”**

as part of

“Year of Italian Culture in the USA: 2013”



Italian Cultural Institute

Los Angeles

Wednesday February 20 – Friday March 8, 2013

Opening Night by invitation Tuesday, February 19 at 6:30 p.m.



IL CAPPELLO
di Firenze

Consorzio Il Cappello di Firenze

in collaboration with

**Fondazione Sistema Toscana
Galleria del Costume di Palazzo Pitti, Firenze
Museo della Paglia e dell'Intreccio, Signa**



Kim Cattrall in "Sex and the City"

"Whenever I think of a beautiful straw hat, it's Italian. The most elegant straw hats were always made from "leghorn" straw from Livorno, on the coast near Florence. I love the idea that the people who worked on leather goods often also made hats. For me, the perfect straw hat is the essence of La Dolce Vita...snoozing under a tree on a summer afternoon in Fiesole..."

Stephen Jones

London, January 21, 2013

The Florentine Hat on Display in Los Angeles

Florence, February 12, 2013

On Tues. Feb. 19, as an appetizer for Oscar Night, **ARTIGIANATO E PALAZZO** and Consorzio "**Il Cappello di Firenze**" present the opening of the show **Hats on Film**.

A party will be thrown at the **Italian Cultural Institute** in Los Angeles, with guests from the Cinema World, including British actor **Julian Sands**, who starred in James Ivory's hit film "*Room with a View*", filmed mostly in Florence.

Jennifer Tilly, Oscar nomination for Best Supporting Actress in 1994, **Michael Govan**, director of LACMA Los Angeles Contemporary Art Museum with his wife **Katherine Ross**, **Lyn Rothman**, founder of The Parkinson's Appeal and collaborator of the magazine Art Review, **Cameron Silver**, owner of vintage cult shop "Decades", the producer **Valentina Castellani-Quinn**, the photographer **Guido Argentini**, the interior designer **Peter Dunham** and the Consul General of Italy in Los Angeles **Giuseppe Perrone** have also confirmed that they will participate.

The show **Hats on Film** intends to bring this historical product of Tuscan craftsmanship back into the international spotlight. The show features an **installation of hundreds of straw hats**, to be personalized “live” by expert milliners, according to the public’s taste; and “**Hats on Film**”, a montage of film history moments in which hats play starring roles, curated and produced by Toscana Film Commission; finally, a **photographic exhibition on hat-crafting and Historical Head-Coverings**.



Julian Sands and Helena Bonham Carter in “Room with a View”

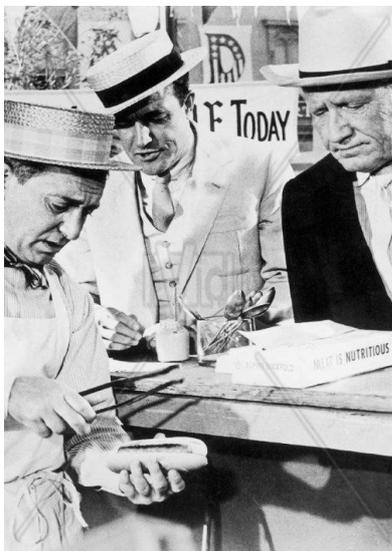
The show is included in the official exhibition program of **The Year of Italian Culture in the USA: 2013** promoted by the Ministry of Foreign Affairs; the only project chosen to promote abroad a traditional craft that pays great attention to contemporary tastes.

Hats on Film was conceived by Neri Torrigiani - in collaboration with Giuseppe Grevi, President of Consorzio “**Il Cappello di Firenze**” and **Fondazione Sistema Toscana - Toscana Film Commission** - organized to highlight and promote this special fashion accessory and “Made in Tuscany” craftsmanship, recognized and prized worldwide.

The show **Hats on Film** celebrates the relationship between Italian “Made by Hand” tradition and the cinema. As Italian taste has influenced international style, so has the Italian hat, especially the “Made in Tuscany” variety, played a key role in the creation of several of the cinema’s most emblematic characters: actors and directors whose images are connected to a particular piece of headgear... among them Francis Ford Coppola, Harrison Ford, Julian Sands, Julia Roberts, Cher, Kim Cattrall in “Sex and the City” and Mariangela Melato, unforgettable in Lina Wertmuller’s *Travolti da un insolito destino...(Swept Away)*.

Many hat-making companies within the Consorzio “**Il Cappello di Firenze**” have collaborated with the costumers on many famous international cinema productions. Their hats have framed many splendid hollywood stars' faces: Julia Roberts, in *Pretty Woman*, the romantic comedy with Richard Gere that charmed spectators around the world, wears elegant straw hats crafted at the Memar factory; more recently, in *Eat, Pray, Love*, her head's crowned with colorful creations crafted by Facopel.

Cher wears Grevi hats in Franco Zeffirelli's *Un tè con Mussolini (Tea with Mussolini)*, while Memar produced the straw blanks which Dolce e Gabbana then adorned for Samantha Jones (played by Kim Cattrall) to wear in the smash-hit film version of *Sex and the City*. Most recently, hats by Marzi are featured in Giuseppe Tornatore latest release: *La Migliore Offerta (Best Offer)* starring Geoffrey Rush and Sylvia Hoeks.



In conclusion, a largely unknown fact that links Hollywood to Tuscany and its famous hat-crafting tradition: : the wedding of the daughter of Oscar-winning actor Fredric March and the son of Beppe Fantacci, a famous hat-maker who, in the 1930s, exported Florentine straw hats to the United States.

Fredric March in "Inherit the Wind" by Stanley Kramer with Spencer Tracy

Hats on Film furthers the collaboration between Consorzio "**Il Cappello di Firenze**" and **ARTIGIANATO E PALAZZO**, a trade fair, already in its 18th edition, dedicated to the master artisans who gather in the Corsini Garden in Florence every May.

The initiative was made possible thanks to the support of Consorzio "Il Cappello di Firenze", Camera di Commercio of Florence and Toscana Promozione.

Special thanks to the Consulate General of Italy in Los Angeles, the Italian Cultural Institute in Los Angeles, ICE / Italian Trade Commission Los Angeles as well as Villa le Corti/ Principe Corsini for Tuscan wine and Antico Forno Santi for typical Italian cookies offered for Opening Night in Los Angeles and Gruppo Archeologico Signese.

Participating Companies are:

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