

# Salvatore Ferragamo

1927 THE RETURN TO ITALY  
FERRAGAMO AND TWENTIETH-CENTURY VISUAL CULTURE

MUSEO SALVATORE FERRAGAMO - PALAZZO SPINI FERONI, FLORENCE  
18 MAY 2017 - 2 MAY 2018

CURATED BY CARLO SISI

On 19 May 2017, ninety years after Salvatore Ferragamo returned to Italy from the United States, the museum dedicated to him will open a new exhibition to the public, "1927 The Return to Italy".

This exhibition explores the various elements of Italy's twentieth-century visual culture, taking from it the themes and works of art that directly influenced or indirectly informed the poetics of Ferragamo's creations without overlooking the many cultural and social aspects that characterised the post-WWI period up to the eve of the Fascist regime's authoritarian rise.

On this premise, the exhibition will present many works of art by Maccari, Martini, Thayaht, Gio Ponti, Rosai, Balla, Depero and others, in addition to clothing and fabric from the era, finely crafted objets d'art, photographs and advertisements. And, naturally, it will include the shoes created in the 1920s, demonstrating Salvatore Ferragamo's close affinity with his contemporaries in the art world.

In addition to the exhibition curated by Carlo Sisi and designed by Maurizio Balò, the museum will offer an extensive catalogue published by Skira.