



UniCredit in Milan presents the fifth exhibition of the UniCredit STUDIOS,
the network of exhibition venues dedicated to young artists

CARTE BLANCHE #5: *Fashion in Biella Newsreel 2010*

Palazzo Cordusio – UniCredit Branch, Milan

23rd September – 30th December 2011

Milan, September 2011 – Fashion in Biella Newsreel 2010 is the title of the fifth exhibition in the **Carte Blanche** series, on show **from 23rd September until 30th December 2011** at the UniCredit STUDIO Milan in Palazzo Cordusio, the first of the exhibition venues within UniCredit bank branches, opened in May 2010. The STUDIOS are a new formula adopted by UniCredit to give space to up-and-coming talent, including those not yet given space on the gallery circuit, from the 22 European Countries in which the Group is present.

The show consists of a video work and a number of photographs by the Serbian artist **Aleksandrija Ajdukovic**, telling the stories of common people through the clothes they wear in their everyday lives. The reference to the world of fashion emerges from the poses typical of professional models as struck by the protagonists of the photos: ***Fashion in Biella Newsreel 2010*** in fact starts out from fashion only to then reveal the individual, his/her point of view and the way s/he presents him/herself to others.

UniCredit supported the artist's *Newsreel on Fashion* project also in 2010, as it was implemented during her 'Unidee' residence at the Fondazione Pistoletto. For this work, **Aleksandrija Ajdukovic** interviewed the inhabitants of Biella about how they experience style, coming up with a vast archive of photographs and videos offering an insight into the relationships between fashion, style and individuality, providing a highly original portrait of Italian fashion culture.

Fashion in Biella Newsreel 2010 is thus accompanied by **Carte Blanche #5**, the fifth issue of the UniCredit STUDIO notebooks. This catalogue is in fact a genuine artist's book, one in which the materials have been collected, selected and edited by Ajdukovic herself. **Carte Blanche** is the name used to refer both to the exhibitions held in the STUDIOS, and the series of catalogues designed to provide visibility for the research and experimentation projects of emerging artists and curators, who here are given "*carte blanche*".

With ***Fashion in Biella Newsreel 2010***, UniCredit confirms its attention to the emerging artistic trends of the Central and Eastern European Countries in which it is present, in this case Serbia, the homeland also of **Dragoljub Raša Todosijević**, winner of the first edition of the **UniCredit Venice Award**. This prize, awarded in June 2011, is dedicated to the artists of the Central and Eastern European Countries in which UniCredit operates, and who take part in the International Art Exposition of the Venice Biennale.

Thanks to the STUDIO formula, UniCredit brings art right into the Bank's workplaces, where members of the public come into contact with it, turning the branches into breeding grounds for art and creativity in which space is given over to emerging talent.



UniCredit STUDIO

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Palazzo Cordusio – UniCredit Branch, Milan

23rd September – 30th December 2011

From Monday to Friday, 8:30am to 4:15pm, free entrance.

Press Preview, 22nd September 11:30am – 1pm

Public opening, 22nd September, 6pm

For info:

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