



**An artwork by Daniele De Lonti from UniCredit Group
Collection
Is presented in Paris,
at Maison Européenne de la Photographie**

With the photo “Viaggio in Italia, Benevento”, from the series dedicated to the Tour of Italy, **Daniele De Lonti is a protagonist at the Maison Européenne de la Photographie thanks to a partnership between the Paris centre and UniCredit Group, following participation to the international Fair Paris Photo.** After Alain Fleischer, Olivo Barbieri, and Thomas Struth, De Lonti brings the focus back to a great Italian photographer, reviewing and depicting the landscape of our country.

This is the fourth step of the co-operation between the Maison Européenne de la Photographie, Paris, and UniCredit, by which a work from the Group’s collection is displayed in the prestigious centre every two months.

After Alain Fleischer, Olivo Barbieri, and Thomas Struth, a work by Daniele De Lonti now talks about the Group’s commitment and contemporary art collection, characterized by a special focus on photography – the most effective language to talk about our time.

The collection of UniCredit Group, a major identity asset and, particularly, an irreplaceable tool to communicate with employees, customers, stakeholders, and the community at large, is valorized through a number of initiatives: online virtual exhibitions, set-ups in the UPB branch offices with the review *Sharing Passions*, exhibitions at UniCredit Banca’s Spazio Milano, free loans that move the works all around the world as in this case, with a work by Daniele De Lonti on display at the Maison Européenne de la Photographie in Paris.

Daniele De Lonti belongs to the great tradition of Italian landscape photography, which he reinterprets through his own peculiarities: his look is attracted by the locations, architectures, scenarios, and inhabitants of our country, with special interest for subjects that are usually marginal, especially in media representations. **For example, in the series dedicated to the Tour of Italy (to which the photo *Benevento* belongs), De Lonti “turns the viewers and the landscape into the true core of the image, while the race protagonists are mere luminous trails”, as stressed by Walter Guadagnini, President of the Scientific Commission of UniCredit & Art,**

showing how De Lonti's logic reverses the hierarchy of the event with a focus on public spaces and the landscape.

De Lonti's research explores the wealth and complexity of our Country, stressing the importance of valorizing the territory in search of new images that bear a true significance for our history and traditions.

Daniele De Lonti was born in Milan in 1959 and was actively involved in the political youth movements that characterized the Italian scenario in the late 1970s. He enrolled in the Civic School of Photography of Milan and studied with Giovanni Chiaramonte, to whom he became an assistant in 1988. In the two following years he travelled through Italy, Europe, the Middle East, and the United States. He then decided to work for Luigi Ghirri, attracted by his poetry: in 1990 he moved to Vezzano, a small village in the countryside of Emilia. Upon Ghirri's death, in 1991, he started on his personal creative process, co-operating with "Linea di Confine" and Archivio dello Spazio of the Milan Province, while continuing to follow the exhibiting and publishing activity of the Luigi Ghirri Archive. With architect Alberto Ferlenga, he worked on the architectures of A. Rossi, P. Bonatz, and D. Pikionis, then co-operated with several Italian designers. In 1996 he attended a workshop by the American Frank Gohlke, where he found a confirmation of the reasons for his poetry as a form of personal freedom. In 2001 he decided to return to Lombardy and he now lives in Milan. He participated to several shows in public venues, including, in particular: *Archivio dello Spazio*, Palazzo della Triennale, Milan 1996 and 1998, *L'idea di paesaggio nella fotografia italiana*, Civic Gallery of Modena, 2003, *Immagini del nostro tempo. Fotografie dalla Collezione Sandretto Re Rebaudengo*, IVAM, Valencia, 2004.

In 2007 his work dedicated to the Tour of Italy was included in the UniCredit Collection and was presented on occasion of the show *Viaggio in Italia* at the Repetto Gallery in Acqui Terme and at the international fair of photography Paris Photo, at Carrousel du Louvre.

FOR INFORMATION

UNICREDIT & ART

UNICREDITANDART@UNICREDITGROUP.EU

CATTERINA.SEIA@UNICREDITGROUP.EU

HEAD OF THE PROJECT, UNICREDIT & ART

PRESS OFFICE:

CARLOTTA.MAGNANINI@UNICREDITGROUP.EU

UNICREDIT GROUP, PRESS OFFICE

TEL. +39.02.88622920

LA MAISON EUROPÉENNE DE LA PHOTOGRAPHIE

82 RUE FRANÇOIS MIRON

75 004 PARIS - FRANCE

AURÉLIE GARZUEL

AGARZUEL@MEP-FR.ORG