



DAVID BOWIE

14 LUGLIO | 2016 | 13 NOVEMBRE

BOLOGNA MAMbo IS

V&A
Exhibition organised by the
Victoria and Albert
Museum, London

Sound Experience by:
SENNHEISER

DAVID BOWIE IS COMES TO ITALY

**MAMbo – BOLOGNA MUSEUM OF MODERN ART
HOSTS THE FIRST INTERNATIONAL RETROSPECTIVE DEDICATED TO THE
EXTRAORDINARY CAREER OF DAVID BOWIE**

EXCLUSIVE VENUE IN ITALY

July 14th - November 13th 2016

The exhibition *David Bowie is* is finally coming to Italy. Curated by the Victoria and Albert Museum (V&A), London, it is the first international retrospective of the extraordinary career of David Bowie - one of the most pioneering and influential performers of modern times. *David Bowie is* opened for the first time in London in 2013 and has since travelled to Toronto, Sao Paulo, Berlin, Chicago, Paris, Melbourne and Groningen, and has been seen by over 1.4 million visitors. **From July 14th to November 13th the exhibition will be open at MAMbo – Bologna Museum of Modern Art | Bologna Museums Institution**, the only Italian venue to host the exhibition during its international tour.

The *David Bowie is* exhibition celebrates the prolific career of David Bowie, tracing his shifting style and sustained reinvention across five decades and over 145 million albums sold. **The exhibition leads visitors on a journey into David Bowie's world.** It explores Bowie as a musical innovator and cultural icon, and considers the indelible mark he has made on art, design, theatre and contemporary culture. **The V&A's curators, Victoria Broackes and Geoffrey Marsh** were given unprecedented access to the David Bowie Archive and selected more than 300 objects, which they brought together for the very first time. They include handwritten lyrics, original costumes, pictures, unseen footage, music videos, set designs, instruments and album artworks.

Highlights include: the *Ziggy Stardust* quilted bodysuit designed by Freddie Burretti (1972); photographs by Brian Duffy; costumes by Kansai Yamamoto for the *Aladdin Sane* tour (1973); the "Union Jack" coat designed by Alexander McQueen and David Bowie for the *Earthling* album cover (1997); artwork for album covers by Guy Peellaert and Edward Bell; footage from feature films, live performances, and music videos; and stage designs for the *Diamond Dogs* tour (1974).



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Exhibition Overview

David Bowie is offers an insight into Bowie's early years and his first steps towards musical success. Tracing the creative aspirations of the young David Robert Jones (born 1947 in Brixton, London), it shows how he was inspired by innovations in art, theatre, music, technology and youth culture in Britain in the aftermath of the Second World War. Pursuing a professional career in music and acting, he officially adopted the stage name 'David Bowie' in 1965 and went through a series of self-styled changes from Mod to mime artist and folk singer to R&B musician in anticipation of the shifting nature of his later career. On display are early photographs, material from his musical heroes such as Little Richard, and Bowie's sketches for stage sets and costumes created for his bands The Kon-rads and The King Bees in the 1960s. This opening section concludes with a focus on Bowie's first major hit *Space Oddity* (1969) and the introduction of the fictional character *Major Tom*, who would be revisited by Bowie in both *Ashes to Ashes* (1980) and *Hallo Spaceboy* (1995). Inspired by Stanley Kubrick's 1968 film *2001: A Space Odyssey*, the single was released to coincide with the first moon landing and was Bowie's breakthrough moment, granting him critical and commercial success as an established solo artist.

The exhibition moves on to examine David Bowie's creative processes from song writing, recording and producing to designing costumes, stage sets and album artwork. Working within both established art forms and new artistic movements, this section reveals the scope of his inspirations and cultural references from Surrealism, Brechtian theatre and avant-garde mime to West End musicals, German Expressionism and Japanese *Kabuki* performance. On display are some of Bowie's own musical instruments, footage and photography of recording sessions for *Outside* (1995) and 'Hours...' (1999) as well as handwritten lyrics and word collages inspired by William Burroughs' 'cut up' method of writing that have never previously been publicly displayed.

David Bowie is chronicles his innovative approach to creating albums and touring shows around fictionalised stage personas and narratives. 1972 marked the birth of his most famous creation; *Ziggy Stardust*, a human manifestation of an alien being. Ziggy's daringly androgynous and otherworldly appearance has had a powerful and continuous influence on pop culture, signalling a challenge of social traditions and inspiring people to shape their own identities. On display are the original multi-coloured suit worn for the pivotal performance of *Starman* on *Top of the Pops* in July 1972, as well as outfits designed for stage characters *Aladdin Sane* and *The Thin White Duke*. Costumes from *The 1980 Floor Show* (1973), album cover sleeves for *The Man Who Sold the World* (1970) and *Hunky Dory* (1971), alongside press cuttings and fan material, highlight Bowie's fluid stylistic transformations and his impact on social mobility and gay liberation.

The final section celebrates David Bowie as a pioneering performer both on stage and in film, concentrating on key performances throughout his career. An immersive audio-visual space presents dramatic projections of some of Bowie's most ambitious music videos including *DJ* (1979) and *The Hearts Filthy Lesson* (1995), as well as recently uncovered footage of Bowie performing *Jean Genie*



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on *Top of the Pops* in 1973 and D.A. Pennebaker's film *Ziggy Stardust and the Spiders from Mars: The Motion Picture* (1973). A separate screening room shows excerpts and props from Bowie's feature films such as *Labyrinth* (1986) and *Basquiat* (1996).

In addition, this gallery traces the evolution of the lavishly produced *Diamond Dogs* tour (1974), the design of which was inspired by Fritz Lang's film *Metropolis* (1927) and George Orwell's novel *Nineteen Eighty-Four* (1949). The tour combined exuberant choreography and a colossal set design, taking the combination of rock music and theatre to new heights. On display is previously unseen tour footage and storyboards for the proposed musical that Bowie would eventually transform into the *Diamond Dogs* album and touring show. An area is also dedicated to the monochrome theatricality of Bowie's Berlin period and the creation of the stylish *Thin White Duke* persona identified with the *Station to Station* album and tour (1976). It also investigates the series of experimental and pioneering records he produced between 1977 and 1979 whilst living in Germany, known as the *Berlin Trilogy*.

David Bowie is concludes with a display of striking performance and fashion photography taken by photographers including Helmut Newton, Herb Ritts and John Rowlands. These professional portraits are juxtaposed with a collage of visual projections illustrating Bowie's immense creative influence and ubiquitous presence in music, fashion and contemporary visual and virtual culture.

- ENDS -

Notes to Editors

About the V&A

The V&A is the world's leading museum of art and design with collections unrivalled in their scope and diversity. It was established to make works of art available to all and to inspire British designers and manufacturers. Today, the V&A's collections, which span over 5000 years of human creativity in virtually every medium and from many parts of the world, continue to intrigue, inspire and inform.

vam.ac.uk

About MAMbo

MAMbo is a well-known venue that produces and hosts major exhibitions dedicated to Italian and international modern artists. MAMbo holds also a permanent collection focused on Italian artists from the last 60 years. Among them the Morandi Museum art collection stands out as it is the largest and most significant public collection dedicated to Giorgio Morandi.

www.mambo-bologna.org

Opening times:

MAMbo

Via Don Giovanni Minzoni, 14

Tuesday – Sunday: from 10.00 to 19.00

Thursday: from 10.00 to 23.00

Monday: closed

Tickets price:

- Regular full price ticket – day and time slot reservation: € 15,00. Tickets are available online, at the museum or at Vivaticket points of sale.
- Full price “Open Day” - fast lane ticket: € 20,00. Tickets are available online, at the museum or at Vivaticket points of sale.
- Reduced price ticket: € 13,00 (children between 7 and 15 and over 65, students with Student ID, MAMbo/Museo Morandi ticket holders Bologna Welcome Card holders). Tickets are available online, at the museum or at Vivaticket points of sale.
- Reduced price ticket for “Musei Metropolitani Bologna” card holders and “Bologna Musei” card holders: € 7,50. Tickets are available at the museum or at Vivaticket points of sale.
- Family ticket Metropolitana Musei card holders and Bologna Musei card holders (up to five people with at least one subscriber between them). Tickets are available at the museum.
- Free (children between 0 and 6, ICOM and AMACI members).
- Students: € 10,00 on Wednesdays. Tickets are available at the museum or at Vivaticket points of sale.
- Groups and Secondary degree school groups (15 people minimum): € 10,00/pax (advanced booking required).
- Groups and school groups from Primary and Secondary school level: € 5,00/pax (advanced booking required).
- For any information please visit www.davidbowieis.it.

Online presales: www.vivaticket.com

Website: www.davidbowieis.it

Facebook: <https://www.facebook.com/davidbowieisitalia/?fref=ts>

Instagram: <https://help.instagram.com/1682672155283228>

Twitter: <https://twitter.com/davidbowieisIT>

For more information:

David Bowie Is press office

MN Italia Sabrina Viotti +39 338 4741372

-sabrina.viotti@mnitalia.com

MAMbo press office

Elisa Maria Cerra

+39.051.6496653

ufficiostampamambo@comune.bologna.it

