



DAVID BOWIE IS ARRIVES IN ITALY

**The MAMbo of BOLOGNA
HOSTS EXCLUSIVELY THE FIRST INTERNATIONAL RETROSPECTIVE
DEVOTED TO THE CAREER OF THE GREAT ENGLISH ARTIST**

ONLY ITALIAN EXHIBITION, LAST EUROPEAN VENUE

from July 14 to November 13, 2016

Finally arriving in Italy! *David Bowie Is*, one of the most successful exhibitions of the last few years designed by the Victoria and Albert Museum of London, is the first international retrospective of the extraordinary career of David Bowie – one of the most pioneering and influential performers of the contemporary music scene. **Bologna is the only Italian venue and the last chance to visit the exhibition in Europe.**

David Bowie Is, first opened in London in 2013 and then on tour in Chicago, San Paolo, Toronto, Paris, Berlin, Melbourne and Groningen, **from July 14 to November 13, 2016 will be displayed at the MAMbo – Museo d'Arte Moderna di Bologna (Museum of Modern Art of Bologna) | Istituzione Bologna Musei**, which usually produces and hosts major exhibitions by Italian and international artists, features a Permanent Collection of Italian art, from the Fifties until today, and also displays the Morandi museum collection, that is the largest and most meaningful Giorgio Morandi's public collection.

The exhibition celebrates the prolific career of David Bowie who across five decades was able to be always innovative without betraying himself and his fans.

Its multi-media design creates an immersive journey through Bowie's creative process and demonstrates how his work has both influenced and been influenced by wider movements in art, design, theatre and contemporary culture. The exhibition portrays Bowie as an artist likely to look at the society with an innovative way, leaving an indelible mark on the visual pop culture.

The curators **Victoria Broackes** and **Geoffrey Marsh** have selected more than 300 objects from Bowie's personal archive including the Ziggy Stardust bodysuits (1972) by Freddie Burretti, photography by Brian Duffy album sleeve artwork by Guy Peellaert and Edward Bell; visual excerpts from videos and live performances from *The Man Who Fell to Earth*, music videos like *Boys Keep Swinging* and special props created for the *Diamond Dogs* tour (1974). Exhibits also include personal objects like handwritten lyrics and musical instruments. This unforgettable journey leads to the discovery of his creative process.

The exhibition, **visited in London by more than 300,000 people, is divided in three sections: the first one** traces back the first years in the life and career of David Bowie in London in the Sixties until the release of the watershed single "Space Oddity" in 1966.

The second part reveals his creative process and shows the artistic influences that affected his music and the style of his performances.

The third part, as extended as the two previous ones, leads the public through a phenomenal journey in the world of his great live concerts. The large audio and video pieces are matched to several costumes and other original materials.

Thanks to this display setting visitors can fully appreciate the theatrical and performative energy of David Bowie in an unprecedented and immersive way.

The MAMbo and the city of Bologna are the ideal venue to host the exhibition David Bowie is; this event results from the collaboration between the Bologna museum and the Victoria and Albert Museum, one of the most important international museums.

Since its opening with an exhibition called Vertigo on May 5, 2007, the MAMbo, also thanks to the history of its premises - the former city bakery works - and its location within the city cultural district called Manifattura delle Arti (Art factory) has always focused on the promotion of events and exhibitions featuring multi-faceted forms of contemporary art ranging from Cinema, Film-making, Photography, Design and books to Music, Performances, Live Arts, Dance, Science and Theatre. Other events have investigated other phenomena such as the off-media art, from Futurism to the web space, until the latest exhibition, OFFICINA Pasolini, exploring the whole creative and artistic world of Pasolini.

Considering its eclectic nature, the MAMbo is honoured and excited to host this extraordinary exhibition on David Bowie who was a versatile many-sided genius, likely to shift from one language to another across his whole career.

The museum rooms, namely its imposing Sala delle Ciminiere set the ideal backdrop to display the multi-media and multiform world of this polymorphic artist.

The MAMbo Educational Department, a key Italian and international player in the field of art education and museum cultural mediation, will carry out special activities aimed at several age and target groups in order to reveal and express the least well-known artistic traits of Bowie.

The city of Bologna is a strategic centre for contemporary art and has always been a lab for new contaminated languages. In 1971 an innovative Diploma in Drama, Art and Music Studies was rolled out including reputed teachers such as Umberto Eco, Gianni Celati, Luigi Squarzina, Renato Barilli and Mauro Wolf, to name but a few, and it trained and educated several generations of contemporary culture professionals managing major events and festivals that also add up to its international reputation.

In Bologna there is also a wide network of leading institutions, cultural professionals and educational bodies, that share and promote projects with the **Istituzione Bologna Musei**, this network includes the University, the Cineteca (Film library), the Academy of Fine Arts, the Opera theatre and other public and private museums like the National Art Gallery, the museums of Genus Bononiae, the Arena del Sole theatre, and the recently opened museums MAST and Opificio Golinelli. Many of these players will feature parallel events that will complement the *David Bowie Is* exhibition.

Thanks to this exhibition the MAMbo will not only have the opportunity to establish new relations with other international museums but also to strengthen its connection with the local cultural players.

Moreover the focus on such an iconic and influential world star will enlarge its visitor base attracting new audiences who probably have never been to the MAMbo.

The exhibition *David Bowie Is* will be at the centre one of the summer city programme called **bè bolognaestate 2016** and promoted by the Municipality of Bologna from June to September and featuring several events in and out of the city. For more information please visit: www.bolognaestate.it

Opening days and times:

Tuesdays to Sundays from 10 to 19

Thursdays from 10 to 23

Closed on Mondays

Tickets:

- Standard daily tickets with set date and time: € 15, 00. They can be bought online, at the museum box office or through the Vivaticket network
- Standard Open Day tickets with fast lane access: € 20, 00. They can be bought online, at the museum box office or through the Vivaticket network
- Concessions: € 13,00 (aged from 7 to 15 and over 65, university students with student card, holders of MAMbo/Museo Morandi tickets, holders of the Bologna Welcome Card)
They can be bought online, at the museum box office or through the Vivaticket network
- Concession ticket for the holders of the Musei Metropolitani Bologna Card and the Bologna Musei Card: € 7, 50. This ticket type can be bought only at the museum box office and through the Vivaticket box offices
- Family ticket for the holders of the Metropolitana Musei Card and the Bologna Musei card, up to five people, euro 7,50 for each family member, it can be bought at the museum box office
- Admission free (children from 0 to 6, ICOM and AMACI members)
- University students: € 10,00 this ticket can be bought only at the museum box office and at the Vivaticket box offices but only on Wednesdays
- Groups and high school classes (minimum 15 people): € 10,00/person (compulsory booking)
- School classes up to junior high schools: € 5,00/person (compulsory booking)
- For any further information on visits, conventions, tickets and collateral activities please visit the official exhibition website: www.davidbowieis.it.

The online ticket advance sale will start on April 18, 2016

For any further information please contact:

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In esclusiva
per l'Italia:



In collaborazione con:

