



LIGNANO SABBIADORO, TERRAZZA A MARE
Lungomare Trieste 5

CINEMA IN BIKINI
Italiani al mare: manifesti 1949-1999

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CINEMA IN BIKINI
Italians at the Seaside: Posters from 1949 to 1999

curated by Andrea Tomasetig and Enrico Minisini

9 June - 17 July 2019

press release, 10.06.2019

The town of Lignano Sabbiadoro is celebrating the 60th anniversary of its status as a municipality with an original and entertaining exhibition entitled "**CINEMA IN BIKINI. Italiani al mare: manifesti 1949-1999**" [CINEMA IN BIKINI. Italians at the Seaside: Posters from 1949 to 1999], curated by Andrea Tomasetig and Enrico Minisini, and held at the evocative venue Terrazza a Mare from 9 June to 17 July.

About **a hundred, posters, playbills and photo trailers** selected from the extensive and prestigious Minisini Collection offer a glimpse of Italy and the Italians from the mid-twentieth century to the threshold of the new millennium, seen through the lens of the exclusively Italian film genre known as '**seaside cinema**'. Discovered among the materials advertising Italian films from 1949 to 1999 are genuine works of art from what Stefano Salis defines as the 'Italian school of the film poster', one of the most important and internationally recognised, and one that bears the signatures of many great 'painters of cinema', such as **Enrico De Seta, Sandro Symeoni, Nano** (Silvano Campeggi), **Anselmo Ballester, Angelo Cesselon, Alfredo Capitani, Giorgio Olivetti, Renato Casaro**.

The core of the exhibition is the section dedicated to the **1950s and '60s**, the era of the economic boom and greater affluence parodied in Italian film comedies. These films relied on the appearance of all the famous actors and most popular stars - from **Alberto Sordi to Ugo Tognazzi, Walter Chiari, Aldo Fabrizi, Totò, Franco e Ciccio, Raimondo Vianello, Vittorio Gassman** - while the best-loved singers of the day as **Mina, Ornella Vanoni, Jimmy Fontana, Miranda Martino, Gianni Meccia, Enrico Polito** were chosen to sing the summer hit songs, such as **Edoardo Vianello's Pinne fucile ed occhiali** from Giuseppe Vari's 1963 film *Canzoni... in bikini*.

The **1970s** saw the seaside genre evolve into films that were more sexually explicit, and in the **1980s and '90s** into the farcical comedies typical of the Vanzina brothers. Film publicity moved from the **hand-drawn poster to the photo poster**, just as the bikini gave way to topless sunbathing. The exhibition ends with the poster for the film that symbolises Italians on holiday at the beach in the mid-1990s: Paolo Virzi's 1996 *Ferie d'agosto* [August Holidays].

Enrico Minisini describes the exhibition as 'the mirror of a changing Italy seen from the beach', but also as an invitation to 'cast a curious and enquiring gaze on a mass phenomenon that



contributes to constructing Italy's collective history'. An Italy in search of light-heartedness, fun and laughter.

The exhibition has been organised by the town of Lignano Sabbiadoro, the Department of Culture and the Municipal Library. It is produced by the Noi... dell'Arte Cultural Association in collaboration with Creval and installed by Leo Guerra and Cristina Quadrio Curzio.

The exhibition is accompanied by a rich **catalogue** with texts by Stefano Salis and curators Andrea Tomasetig and Enrico Minisini, which illustrates the important and significant Minisini Collection in relation to the theme of seaside cinema.

Exhibition details

Title CINEMA IN BIKINI. Italiani al mare: manifesti 1949-1999 / CINEMA IN BIKINI. Italians at the Seaside: Posters from 1949 to 1999

Curated by Andrea Tomasetig and Enrico Minisini

Venue Terrazza a Mare, Lungomare Trieste 5, Lignano Sabbiadoro (UD)

Dates 9 June - 17 July 2019

Opening hours every day 7pm-12am

Entrance free

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