



Fondazione Prada collaborates with  
Fondo Ambiente Italiano on restoration projects in Italy.  
Cassidy Hazelbaker reports.

In honor of the new Prada store opening in Bari, Fondazione Prada will team up with Fondo Ambiente Italiano to complete two restoration works on heritage pieces in Italy. The first is to restore a well in the abbey of Santa Maria di Cerrate that is located near Lecce in Southern Italy. The abbey was built in the 12th century while the well found in its courtyard opposite the cloister was constructed during the late 16th century. The well's outdoor location and subsequent exposure to the elements throughout the centuries has led to structural fractures and the erosion of the decorative sculpting. The abbey was run by the Byzantine Basilian monks and was one of the principal religious centers in Southern Italy at the time. The property was later given to the Hospital of the Incurables in Naples, where the surrounding land was used in the production of olive oil while the abbey was abandoned.

The second project is the restoration of a 15th century polyptych by Antonio Vivarini, one

of the most well-known Venetian artists. The polyptych was comprised of 10 panels, of which five remain. Depicted on these panels are Christ in Lamentation, Saint Louis of Toulouse, Saint Francis of Assisi, Saint John and Saint Anthony. The painting style reflects a mixture of Gothic and Renaissance characteristics, with widespread use of gold in the backgrounds. The oxidized paints that were used originally have diminished with time. The surface of the works will be cleaned and the colors restored to their original splendor, while missing pieces will be filled in using a micro integration process.

The well's restoration is expected to finish in 2014, with the opening to the public taking place in 2015, while the polyptych restoration is ongoing and should be completed by December, informs Alessandra Varisco, Director of Marketing for the Fondo Ambiente Italiano. "Having a high-profile brand as a sponsor definitely helps in communication and in raising awareness," Varisco says. "We had much

attention from the public after the collaboration announcement."

The Fondo Ambiente Italiano, known in English as the Italian National Trust, was founded in 1975 to promote respect and appreciation for Italy's heritage, art, history and traditions. Headquartered in Milan, the organization seeks to raise awareness of cultural assets among all ages, and leads restoration and conservation projects of places and objects that are subsequently shared with the public. Responding to appeals from local communities, the organization refers cases to government institutions. The Fondo additionally raises funds to sustain its projects as well as to maximize participation from the public.

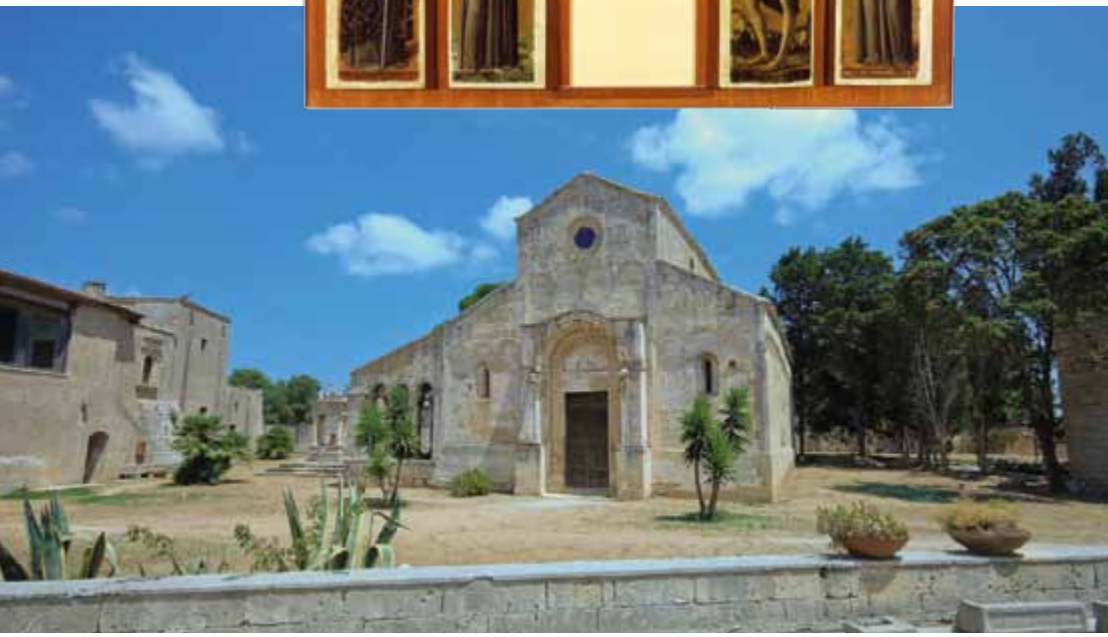
Fondazione Prada was founded in 1993 by Miuccia Prada and Patrizio Bertelli as PradaMilanoArte, an exhibition space dedicated to contemporary sculpture. In 1995, the organization was transformed to Fondazione

*The Fondo Ambiente Italiano raises funds to sustain its projects as well as to maximize participation from the public.*

Prada, widening the areas of focus to art, photography, cinema, design, and architecture. Concentrating less on presenting exhibitions, the foundation centered on the production of site-specific projects of innovative and imaginative artists. The foundation has since expanded its portfolio to include urban projects and culture.

The collaboration between such a high-profile brand and the Fondo Ambiente complements the prestigious house's design aesthetic and reflects the brand's recognition of its proud heritage, which should be promoted to future generations. In the boardroom as on the catwalk, Prada leads by example once again for a winning combination. ♦

All images courtesy Prada and Fondo Ambiente Italiano unless otherwise specified.  
For more information visit [fondazioneprada.com](http://fondazioneprada.com)



Opposite: Abbey of Santa Maria di Cerrate. Photography by Loretta Martella.  
Above: The new Prada store in Bari.  
Above Center: Antonio Vivarini. Abbey of Santa Maria di Cerrate Polyptych. Circa 1467. Tempera on wood.  
Below: The well in the Abbey of Santa Maria di Cerrate. Photography by Francesco Franciosi.



GOOD LUXE:

# MARIO TESTINO *for* MATE ON NET-A-PORTER

By Cassidy Hazelbaker

Renowned fashion photographer Mario Testino’s not-for-profit organization MATE has teamed up with Net-a-Porter. Cassidy Hazelbaker reports on MATE’s exploration of Peruvian heritage and the desire to give back.

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Mario Testino has indeed made quite a name for himself in the fashion industry. Chosen by the late Princess Diana for her 1997 *Vanity Fair* photo shoot, he also photographed Prince William and Kate Middleton on the occasion of their engagement. He has conducted photo shoots for a plethora of high-profile models, performers and celebrities, and his work has been featured in *Vanity Fair* and *Vogue*, among other prestigious publications.

Testino is no stranger to the red carpet, yet his life started from more humble beginnings in his hometown of Lima, Peru. In 2012, he founded MATE, a not-for-profit organization that promotes the art of Peruvian artists locally and internationally. In June, he launched a line of caftans, handbags and jewelry available exclusively on the online retail portal Net-a-Porter.

Testino's collection features many vibrant images and colors, inspired by his Alta Moda photograph series of Peruvians wearing traditional attire from the mountainous Cusco region. The collection presents abstract sections from the exhibition, converted into clothing or accessories. “The Mario Testino for MATE collection is so special because it offers our customers the unique chance to own and wear a piece of Testino's inspiring work,” explains Holli Rogers, Fashion Director, Net-a-Porter. “As well as silk and cotton blend kaftans, silk scarves, tote bags and clutches there is fabulous jewelry designed by Vicki Beamon with a modern take on Peruvian craft. It is clear Testino's Alta

Moda is a true labor of love and we feel very privileged that he has allowed us such exclusive access to his work.”

The photographer's clothing and accessories line is certainly unique. Every item is a statement piece, championing the vivacity of Peruvian heritage through the materials and

*"The use of color and print in the collection is truly striking."*

*Holli Rogers, Fashion Director, Net-a-Porter*

color combinations used. He mixes glamour and pride into traditional Peruvian patterns and designs. In an industry where new names pop up daily and well-known personalities often dabble overwhelmingly in a variety of fields, Testino’s initiative deserves a moment in the spotlight. “This is the first time Mario Testino has collaborated with a retailer on a fashion line and that alone immediately created buzz ahead of the collection launching on Net-a-Porter. The use of color and print in the collection is truly striking,” says Rogers.

Launched in time for summer, the token season of bright colors and bohemian ensembles,

Net-a-Porter has shipped the items to over 60 countries so far, with many pieces already sold out. Neither quality nor luxury is lost in the collection since jewelry is gold plated and adorned with Swarovski crystals.

Perfect to pack along on upcoming summer holidays, the soft cotton and silk blends are as comfortable to wear as they are trendy. “The variety of product means you can opt for a vibrant clutch for that subtle approach to summer accessorizing or a beautiful kaftan for the ultimate in statement beachwear,” adds Rogers.

While this is not the first philanthropic venture with which Net-a-Porter has been involved, the Mario Testino for MATE collection is close to Net-a-Porter’s heart. “We always strive to offer our customers newness and product with a strong point of difference. When this is coupled with the chance to support such worthwhile causes we relish the opportunity and know that our customers will be extremely responsive,” says Rogers. The collection seamlessly blends the glamour of the world’s top A-listers with whom Testino has worked with the lesser-known culture and traditions of rural Peruvians. It has generated much buzz in the fashion and art worlds, and is sure to be the start of many more dynamic things to come. ♦

All images courtesy Net-a-Porter.  
For more information visit [net-a-porter.com](http://net-a-porter.com)

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