



PRESS RELEASE

AZZEDINE PETER ALAÏA LINDBERGH

under the direction of Benjamin Lindbergh and Olivier Saillard

With the support
of Peter Lindbergh Foundation

Exhibition from Thursday, May 20th to Sunday, November 14th, 2021

Opening dates and times are subject to the Government guidelines.

Open every day from 11 am to 7 pm

Ticket : 7€ - Reduced price : 2€

Métro : Hôtel de Ville

Press contact :

fondationazzedinealaia@2e-bureau.com

presse@fondationazzedinealaia.org

Fondation Azzedine Alaïa
18, rue de la Verrerie, 75004 Paris
Tel. +33 (0) 1 87 44 87 75
presse@fondationazzedinealaia.org
fondationazzedinealaia@2e-bureau.com



For its first exhibition of 2021, the Azzedine Alaïa Foundation is proud to celebrate two talents who made history in photography and fashion.

The works of Peter Lindbergh and those of Azzedine Alaïa have been brought together and dialogue with one another in a community of spirit that has never weakened.

Like the artistic confluences that united Richard Avedon and Christian Dior or Yves Saint Laurent and Helmut Newton, Peter Lindbergh and Azzedine Alaïa found a common territory where each of their expressions seeks to reflect the other's.

Without saying a word, the photographer and the couturier were united by their love of black, a love that they would cultivate alike, be it in silver print or in solid color garments. Lindbergh ceaselessly turns to black and white to signify his search for authenticity in the faces he brings to light. Alaïa draws on monochrome to create timeless garments, true sculptures for the body. Each of them then finds this impression of poetic realism that magnifies the personalities before satisfying their creative ambition.

Despite their geographically opposed origins, Lindbergh and Alaïa pursued similar horizons. Raised in Duisburg, a town located in Germany, at a looking distance from the Netherlands, Peter Lindbergh trained at the Krefeld School of Applied Arts. Azzedine Alaïa studied in the sculpture department of the Beaux-Arts in Tunis, the town where the couturier grew up. The white chalk façades that reflect the shadows of passers-by became a part of Alaïa's Tunisia. The architecture of Duisburg, an industrial and commercial town, provided the photographer's setting, as did the Dutch beaches that he visited frequently. Both men shared a taste for grand horizons, whether of the Mediterranean or of the North, and where the use of solid blacks often creates a complicit dialogue.

While Lindbergh's reputation was growing in Germany, notably thanks to *Stern* magazine, and he set up his studio in Paris in 1978, Alaïa was the couturier shrouded in discretion whose sophisticated techniques were a secret whispered amongst the most important clients of Haute Couture. Soon, this young German man taken with a passion for noble photography and this young man of Tunisian origin wielding his scissors with lightning precision would write some of the greatest chapters of the history of Parisian and French fashion.



Simultaneously, Alaïa became the architect of bodies, revealing and unveiling them, while Lindbergh distinguished them by shining a light on their soul and personality. Step by step they became the creators that dominate their respective disciplines. Both reject any artifice that distracts from the true subject and it is with great ease that they come together over a number of powerful collaborations.

As is the case with the true greats who feign the absence of obstinance, simplicity is their playground. A beach in Le Touquet, the streets of old Paris suggest shared inspirations of black and white cinema and vast panoramas. The metal roof beams of an engine room, the foundations of the Eiffel Tower illustrate the memory of an industrial German landscape for one and reference the inordinate passion for functional design and architecture held by the other.

Through the visages that they both magnify, they accomplish their great work in this strange rapport of the disciplines that attempt to efface themselves in order to better reveal the other.

Alaïa's clothes, according to his wishes act as pedestals for the smiles and the eyes of the women, icons and supermodels who wear them. For Lindbergh, who has built his notoriety on the images of these great models, the authenticity of their traits is all that matters. Both have been the great passionate artisans of their faces.

Under the glass roofed gallery of the Azzedine Alaïa Foundation, the setting for so many photographs and intimate runway presentations under the metal beams of memories, the works of Peter Lindbergh and Azzedine Alaïa will converse with one another again for this unique exhibition.

Finally, the documentary "*Great Photographers/Peter Lindbergh*" offers an extensive behind-the-scenes insight into the emblematic 1986 story shot in Le Touquet.



PETER LINDBERGH FOUNDATION

Praised for his memorable cinematic black and white images, Peter Lindbergh (1944-2019) pioneered a new form of realism by redefining the standards of beauty. The German photographer's honest approach has set him apart from his peers, by enduringly putting personality and soul to the front. Lindbergh drastically and permanently redefined the standards of fashion photography in times of excessive retouching, believing that "beauty is having the courage to be yourself."

Lindbergh was the first photographer to include narratives in his fashion series, while his storylines introduced a different vision on fashion photography. He firmly regarded fashion photography itself as a contribution to photography and to contemporary culture overall.

His work is best-known for his emotion-filled, truth-revealing portraits. Lindbergh images hold strong influences from 1920's German cinema and are infused with memories of the artist's childhood, spent in the industrial surroundings of Duisburg, North Rhine-Westphalia.

From its inception, Peter Lindbergh wished for his Foundation to carry on his singular and everlasting stance on fashion photography, as testified by an extensive *œuvre* spanning over four decades. After his passing, the Peter Lindbergh Foundation remained focused on documenting, preserving and presenting the work of Peter Lindbergh, which will include his earliest pieces as a conceptual artist.

The Foundation aims to further bring Peter Lindbergh's photographic legacy to light, both as an artisan and as a visionary. Future missions will consist of supporting emerging talents from diverse fields and collaborating with established artistic foundations internationally.



AZZEDINE ALAÏA FOUNDATION

Azzedine Alaïa lived a life filled with fashion, art, design, architecture, music and theatre.

Mr. Alaïa had been an avid collector in the creative and cultural disciplines for the past fifty years. In 2007, he set about to preserve his own work and his large holdings by founding the Association Azzedine Alaïa, later becoming the Azzedine Alaïa Foundation, with his lifetime partner, the painter Christoph Von Weyhe, and his close friend of forty years, the publisher Carla Sozzani.

The Azzedine Alaïa Foundation has been recognized as a public utility on February 28th, 2020. The Foundation's missions are the conservation and enhancement of the work of Azzedine Alaïa, the pieces he collected throughout his life in the fields of art, fashion and design, the organization of exhibitions, and the support for cultural and educational activities.

The foundation houses its collections in Paris and exhibits Alaïa's own work as well as his collections. It is located at 18 rue de la Verrerie where he lived and work and in Sidi Bou Saïd, the town he loved so dearly.

A bookshop and café, featuring books on fashion and cultural history, are also situated at the heart of the Foundation in Paris.

The Foundation will also give awards to promising visionaries in fashion.

The signature logo of the Azzedine Alaïa Foundation was designed by Julian Schnabel.