



## **QVC Italia and fine art photography in support of Breast Health International with "DonneXDonne" charity exhibition Rome, October 28<sup>th</sup> to November 8<sup>th</sup> 2014, Galleria del Cembalo**

October 16<sup>th</sup>, 2014 - QVC Italia presents "DonneXDonne", an innovative photographic exhibition with pictures by women artists, supporting Breast Health International (BHI) in breast cancer research and treatment and assistance to women affected by the disease as well as their families.

Created by Chiara Pariani, Marketing & E-Commerce Director of QVC Italia and curated by Manuela De Leonardis with the organizational support of Camera 21, the event is not just aimed at women. It will run from October 28<sup>th</sup> to November 8<sup>th</sup> in Rome, in the outstanding location of Galleria del Cembalo in Palazzo Borghese.

"First and foremost the focus is on women and it was this strong vocation towards women which gave birth to the project. Women are the common denominator of this event specifically created, interpreted and aimed at them," says Chiara Pariani who carries on - "We believe that art and culture produce value. This project is a unique opportunity for QVC to strengthen its relationship with the community through a mean different from television or the web. Furthermore, we are particularly attentive to activities that focus on women as the female world is the elected target we address to."

"The camera photographs the unknown" is the quote by the American writer Susan Sontag that inspired the exhibition. "I wanted to shine a light on a thin unknown, potentially threatening as well as inexplicably comfortable, where presence and absence chase each other. Catching fears and desires, dreams and anxieties, passions and sorrows and revealing a deep part of the self is liberating indeed and triggers psychological dynamics where the reality no longer translates into imagination," says Manuela De Leonardis, curator of "DonneXDonne" photography exhibition, who shares the same great attention towards social issues as QVC Italia, making her know-how available to charity causes, in this specific case Breast Health International's.

The photographs, selected by De Leonardis, by 25 international artists - Lucia Baldini, Alessandra Baldoni, Eliana Bambino, Marina Cavazza, Annalisa D'Angelo, Anna di Prospero, Simona Filippini, Susan Harbage Page, Simona Ghizzoni, Maimouna Guerresi, Archana Hande, Riitta Ikonen & Karoline Hjorth, Francesca Leonardi, Rania Matar, Malena Mazza, Malekeh Nayiny, Valentina Parisi, Alice Pavesi Fiori, Daniela Perego, Giada Ripa, Virginia Ryan, Larissa Sansour, Rita Soccio, Ivana Spinelli, Cristina Vatielli.

"The female body - the subject of the project - is the backdrop of symbolic constructions also through portrait and self-portrait, where the camera is the fellow writer, page after page, of a personal journal that becomes choral", says the curator.



“A female polyptych” is Mario Peliti’s quote - who, together with Paola Cavazza Stacchini, is the director of Galleria del Cembalo hosting the exhibition - where photography confirms its anti-mimetic nature and its metaphorical vocation.

On the edge of emotions and instincts, images that have been defined reveal- in all their vulnerability - "the desire to violate their own innocence," quoting Sontag once more.

During the vernissage on October 28<sup>th</sup>, on a dedicated set, the attendees will have the chance to be portrayed by some of the artists involved in the exhibition with the *fil rouge* - a red wool thread, that specifically represents the theme of the campaign in support of the Breast Health International, united against breast cancer. Part of the proceeds coming from both this activity and the sale of the artworks displayed, will be donated to BHI.

"DonneXDonne" exhibition is part of a wider program of activities regarding the month of October, which saw QVC Italia alongside Breast Health International - for the fourth year in a row – in the sale of an exclusive Bliss product and a multimedia campaign that has involved various platforms: from social media to the main Italian newspapers and magazines, from TV to radio to billboards in some Italian cities.

With this project, QVC, the multimedia retailer for shopping and entertainment, renews its engagement on issues of social interest offering a message of awareness and involvement through new channels of communication.

**QVC:** world leader in TV shopping and entertainment, founded in 1986 in the United States. QVC is the second-largest American TV channel with 8.6 billion dollar global revenue. QVC is a multimedia retailer with more than 13 million customers in the United States, Great Britain, Germany, Japan and Italy. In October 2012, it launched a joint venture in China with CNR Mall. QVC offers products belonging to the best jewelry, fashion, beauty, home&electronics brands. The Italian headquarters – located in a state-of-the-art sustainable building - hosts TV studios with recording and broadcasting systems in line with the most advanced standards and technologies, as well as an in-house contact center. The staff of QVC Italia is led by the CEO Gregg Bertoni.

**Breast Health International:** founded in Philadelphia in 1990 by Dr. Gordon Schwartz, one of the most esteemed surgeons in the USA and by his wife, Shelley. Its main aim is to keep on working in very close contact with the best professionals in the world to find a breast cancer treatment, supporting people with charges not covered by the National Health Service/Health Insurance as for example: assistance to infants or elders to allow women to access to treatments and medical exams; post-surgery home assistance; transfer to and from the hospital; skin treatments and wigs during chemotherapy. For any further information, please visit [www.breasthealthinternational.com](http://www.breasthealthinternational.com) website.



**Manuela De Leonardis** (Rome, 1966), historian and art critic, independent curator. Writes on visual arts on *Il manifesto/Alias*, *Exibart*, art a part of cult(ure). With Postcart has published *A tu per tu con i grandi fotografi - Vol. I* (2011), *A tu per tu con i grandi fotografi e videoartisti - Vol. II* (2012); *A tu per tu con gli artisti che usano la fotografia - Vol. III* (2013) and she is also the curator of *Cake. La cultura del dessert tra tradizione Araba e Occidente* (2013), art & food book in support of Bait at Karama Women Center, Nablus (Palestine). As independent curator, she has organized, coordinated and curated various exhibitions, among which: *L'Italia rurale degli anni Sessanta: Sardegna, Basilicata, Calabria nelle fotografie di Mario Carbone*, in collaboration with the Italian Cultural Institute in Lille (2007); *Susan Harbage Harbage Page. Lo strappo della storia, conversazione con merletti - Casa della Memoria e della Storia*, Rome (2013); *Franco Cenci. Una storia ritrovata*, Acta International, Rome (2013); *La grande illusione / The great illusion*, Gallery of Art - Temple University, Rome (2014); *II Biennale del Vetro di Sansepolcro*, Arezzo (2014); *Mitsuko Nagone. New Self, New to Self*, FotoGrafia - Rome International Festival, Doozo, Rome (2014). She has collaborated with Camera 21 to the following projects: *Di Lei. Donne globali raccontano* (2009) and *A casa* (2009).

**Camera 21**: is an association of photographers, curators, professors and amateurs of visual arts, founded in Rome by Simona Filippini in 2008. The association aims at spreading contemporary photography as well as promoting artworks of its associates, the realization of exhibitions, projects and photography workshops. During the years, Camera 21 has worked on female projects, such as *Di lei: Donne globali raccontano*; *Femminile, plurale. Il corpo è mio e lo fotografo io*; *Diario di un corpo fragile*.

“DonneXDonne. QVC and fine art photography in support of BHI - Breast Health International”

From an idea by Chiara Pariani

Curated by Manuela De Leonardis

Organization: Camera 21

Galleria del Cembalo - Palazzo Borghese, Largo della Fontanella di Borghese, 19 – Rome

<http://www.galleriadelcembalo.it/ita/>

(October 28th – November 8th 2014)

Vernissage: Tuesday, October 28th, 6.30pm



Artists: Lucia Baldini, Alessandra Baldoni, Eliana Bambino, Marina Cavazza, Annalisa D'Angelo, Anna di Prospero, Simona Filippini, Susan Harbage Page, Simona Ghizzoni, Maïmouna Guerresi, Archana Hande, Riitta Ikonen & Karoline Hjorth, Francesca Leonardi, Rania Matar, Malena Mazza, Malekeh Nayiny, Valentina Parisi, Alice Pavese Fiori, Daniela Perego, Giada Ripa, Virginia Ryan, Larissa Sansour, Rita Soccio, Ivana Spinelli, Cristina Vatielli

**Galleria del Cembalo:** [www.galleriadelcembalo.it](http://www.galleriadelcembalo.it)

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