

VIK TALK

ART & FASHION

FLASH MOB AND LIVE PERFORMANCES

GALLERIA VIK MILANO

FEBRUARY, 17 at 5.00 pm

On the occasion of the Fashion Week 2020, on February 17 at the **Galleria Vik Milano** (the largest and most ambitious art hotel in Italy, which includes the works of over 90 international artists), an event will be held that aims to focus attention on the relationship between art and fashion. Starting from 5.00 pm, flash mob, performances, site-specific installations and real *tableaux vivants* will alternate in the space of the **Vikissimo** (the bar-restaurant located at the first floor of the hotel), the corridors and 210 Gallery. The event will see the participation of Italian and foreign artists, stylists and performers, who will present in an unconventional and original way clothes and creations inspired by the changing relationship between the aesthetics of dressing and contemporary art. As a glue to the peaceful and joyful invasion of artists, an eccentric and particularly original photographer, **Dorothy Bhawl**, will create a real set inside the hotel, interacting with the performers and artists of the event. At 6.30 pm there will be a talk dedicated to the relationship between contemporary art and fashion, which will be conducted by **Anna Maria Sbisà**, a well-known fashion and costume journalist, and which will see the participation, among others, of **Christian Gangitano**, art critic expert of street art and street wear, **Gentucca Bini**, stylist with a long family background of collaborations between art and fashion, as well as some of the artists who contributed to the realization of the hotel: among these, the well known painter and sculptor **Umberto Mariani**, the photographer **Antonio Guccione**, author of fashion services and editorial with some of the most famous international models; the sculptor **Paolo Cassarà**, who since the 1980s has brought street wear into contemporary art.