

## Events & Exhibition | The Concept

The Events & Exhibition division of Hoffman, Barney & Foscari made its debut in London in 2016 with its first major event: the large exhibition held at Holland Park, *Painting and Illustration*, jointly presented by Sir Michael Lindsay-Hogg (historic director of The Beatles for films such as *Let It Be*, as well as an acclaimed filmmaker, painter and author from New York) and Glauco Della Sciucca. The exhibition, titled *State of Minds*, was perfectly synchronised with *Exhibitionism*, the major official exhibition of The Rolling Stones—for whom Lindsay-Hogg had served as director for decades. The Holland Park exhibition also marked, de facto, Hoffman, Barney & Foscari's first engagement as an official global supporting brand of Meat Free Monday, the ethical campaign launched by Paul McCartney together with Stella and Mary McCartney, whose official brand fully endorsed the event.

This landmark London exhibition was followed by the premiere of the film *Humanism* at the Prince Charles Cinema in Leicester Place, and by the British absolute premiere of the film *Padre* at the Regent Street Cinema (University of Westminster), promoted by Hoffman, Barney & Foscari. *Padre*, directed by and starring Giada Colagrande, featured performances by Willem Dafoe, Marina Abramović, Franco Battiato, and Colagrande herself. Many other initiatives followed, including debates, vernissages (at Cultural Institutes, Universities, theatres and art galleries), and events spanning Art, Culture and Communication, both in London and internationally.

A division with a strong and distinctive identity: the true driving force and hallmark of its strength, which subsequently positioned itself as creator and promoter—also for other partners—of public and private initiatives of the same calibre and prestige. The Events & Exhibitions division of Hoffman, Barney & Foscari represents one of the first tangible signs—beyond the collective imagination—of this brand's emergence within the landscape of contemporary culture.