

HBFA | Hoffman, Barney & Foscari Awards

Since its inception, Hoffman, Barney & Foscari has been a cultural landmark in London, thanks in part to several events that have left their mark on the collective imagination, from the historic premiere of the film 'Humanism' at the Prince Charles Cinema, where Bernardo Bertolucci made his debut with 'Last Tango in Paris', to art exhibitions such as that of the great New York director Sir Michael Lindsay-Hogg, supported by major ethical brands such as Meat Free Monday, a campaign launched by Mary, Stella and Paul McCartney, to national preview openings of films such as 'Father', starring Willem Dafoe and guests such as Ralph Fiennes. These events, among others, combined with the brand's research into craftsmanship and innovation, have led Hoffman, Barney & Foscari to where it is today. A brand that, in light of its credibility in the world of Arts, Culture and Industrialism of creativity between Craftsmanship and AI, is now able to offer the city of London one of the newest, most authoritative and prestigious awards for the same creative diversifications that the brand itself is the author and builder of. The HBFA Awards will also collaborate with the open-air and outdoor festival promoted from 2027 by Retrospective, an iconic broadsheet published by the new London-based publishing house Ghislandi & Gutenberg and already available in bookshops such as Rizzoli New York and Foyles London, Waterstones at their respective magazine stands and alongside must-reads such as The New Yorker, London Review of Books and The New York Review of Books. The HBFA Awards will immediately become highly coveted awards, precisely because of the history of Hoffman, Barney & Foscari. And its ability to create connections both in London and internationally. For an event linked to them, where the spotlight will be on women and men of art and thought who have distinguished themselves in the fields of craftsmanship, visual and performing arts, and - nonetheless - convergence, provided it is ethical and conscious and linked to the primacy of man over machine, with AI. HBFA Awards: impossible to do without, in the city. Year after year. Whether it's watching them live via streaming, live at the cinema or from home, in the audience in the theatres or cinemas that will host them, or on stage as award winners.