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**a new book on the occasion of the Expo**

**CITTÀ EFFIMERA**

**Arte, tecnologia, esotismo all’Esposizione internazionale di Milano del 1906/**

**EPHEMERAL CITY**

**Art, technology, exoticism at the international Exposition of Milan in 1906**

*curated by Pietro Redondi*

*with the cooperation of Franco Confalonieri*

**Gabriele Mazzotta Publishing**

***from May in bookstores***

**an exhibition accompanies the publishing of the book**

by the University of Milan-Bicocca together with the Tronchetti Provera Foundation

***CITTÀ EFFIMERA***

*Arte, tecnologia, esotismo all’Esposizione internazionale di Milano del 1906/*

***EPHEMERAL CITY***

*Art, technology, exoticism at the international Exposition of Milan in 1906*

**EXPO Exhibition Site (Milan Rho)**

Cluster 'Isole, Mare e Cibo/Isles, Seaside and Food'

**1 May - 30 June 2015**

*press release, 28.4.2015*

**On the occasion of the Expo** Gabriele Mazzotta Publishing prints an **important volume** named “*Città effimera. Arte, tecnologia, esotismo all’Esposizione internazionale di Milano del 1906/Ephemeral city. Art, technology, exoticism at the international Exposition of Milan in 1906*” curated by Pietro Redondi in cooperation with Franco Confalonieri. The book presents **never seen before texts and photographs** regarding the **big event of 1906**, when Milan celebrated the opening of the Simplon Tunnel, the longest railway tunnel in the world, with the international Exposition that involved the more important countries of the planet.

The exquisite volume is in two-colour print and has been made in cooperation with the University of Milan-Bicocca, with the contribution of the Tronchetti Provera Foundation.

**The novelty of the book** “*Città effimera. Arte, tecnologia, esotismo all’Esposizione internazionale di Milano del 1906/Ephemeral city. Art, technology, exoticism at the international Exposition of Milan in 1906*” is in its never seen before images, after the discovery of private archives of thousands of never seen before prints and stereoscopic cards by *Leone Soldati* and *Vincenzo Conti*. They are photographs which are different from those official ones known up to now, even though sometimes the subjects are the same. They are in fact snapshots and reportages by two amateur Milanese photographers, a physician and a future engineer; thanks to their images we can see an Exposition with the eyes of a contemporary visitor for the first time.

In addition of being an album, the volume is also an anthology. Its 180 never seen before outdoor and indoor photographs of the several pavilions, monuments and cloisters are accompanied by expository texts taken from newspapers and magazines of that time, from catalogues or conferences, sometimes by two prominent figures of manufacturing and culture of that time, such as Giovanbattista Pirelli or the critic Ugo Ojetti.

Three sections stand out in the book: “Art Nouveau e gusto dell’esotico: fotografie dell’Archivio Soldati/Art Nouveau and the taste for the exoticism: photographs from the Soldati Archive”, “L’Esposizione e i suoi visitatori: fotografie dell’Archivio Conti/The Exposition and its visitors: photographs from the Conti Archive” and “Interni e particolari - Città effimera/Interiors and details - Ephemeral City”, as well as the interesting presentation by Pietro Redondi, tenured professor of History of Science at the University of Milan-Bicocca.

The publishing of the book is **accompanied by an exhibition** with the same title curated by Pietro Redondi, devised and made possible by the University of Milan-Bicocca in cooperation with the Tronchetti Provera Foundation, that will **open** **from 1 May in conjunction with the grand opening of the EXPO** at the Exhibition Site in the Cluster 'Isole, Mare e Cibo/Isles, Seaside and Food' of which the University of Milan-Bicocca is the Institutional Content Provider.

The exhibition, open to 30 June and centered on the International Exposition of 1906, offers - with 32 large boards - the **never seen before** and especiallystriking **photographs** by*Leone Soldati* and *Vincenzo Conti*, which are included in the new book published by Mazzotta.

**The volume** focuses on the event of 1906 in Milan, almost a hundred and ten years before of the Expo of today, when the great **international Exposition dedicated to transports and innovations** (in all its forms, from the means of communications to industrial and social arts) took place. The event was displayed in two expository venues connected by an **aerial electric railway**: the Sempione (Simplon) Park on one side and the clearing of Piazza d’Armi on the other, where later the *Fiera Campionaria* would be born.

Its special **exhibitions** went fromrailway and maritime transports to aviation, from decorative arts to sanitation,from car racing to architecture, from agriculture to public welfare.

The national pavilions of the main countries of the world back then, from **Austria** to **China**, from **Latin America** to **Russia**, from **Belgium** to **Canada**, made themselves already an exceptional international exhibition of architecture. As well as many stands of companies and associations: from *Krupp* to *Società della Pace*, from *Fratelli Branca* to *Cinematografo Pathé*, from *Pirelli* to *Società Umanitaria*, from *Eternit* to *Lysoform*, they offered an exceptional portrait of society of the Belle Epoque.

Of all this abundance of architectures and creations what is left today is only the tangible testimony of the Liberty building *Acquario*, which is now a venue for exhibitions. Of all the rest what is left are the official photographs, which were published then, and are published today time and again.

**Publishing details**: format 22 x 24cm, 328 pages in two-colour printing, 180 full page illustrations, 160 text units, 170g coated paper, paperback binding, CMYK printed cover, laminated, with inside flaps. Published price € 45,00, ISBN 978-88-202-2013-6, available for purchase at the Expo at the Space *Maldives* of the Cluster 'Isole, Mare e Cibo/Isles, Seaside and Food', also online at [www.mazzotta.it](http://www.mazzotta.it) and in bookshops.

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