



NABA at Milano Moda Graduate, project of the Camera Nazionale della Moda Italiana

**MILAN**

**ROME**

**FASHION DESIGN**

Fashion System is based on prêt-à-porter, supply chain, communication, styling and publishing industry.

Alta Moda (haute couture) and Costume for Cinema and Live Entertainment.

4 International Fashion Weeks per Year (2 Menswear and 2 Womenswear)

Alta Moda = atelier gown and suit, custom-made, unique piece... Most important event is Altaroma: two editions per year, to promote excellences of Made in Italy and to scout young talents.

Important luxury fashion brand headquarters: Armani, Versace, Prada, Dolce&Gabbana, Marni, ...  
Most important fashion newspapers headquarters: Vogue Italia, Vanity Fair, Elle italia, GQ, Marie Claire...

Costume atelier and archives are point of reference for cinematographic industry all over the world.  
Important luxury fashion brand headquarters: Gucci, Fendi, Valentino, ..

**MEDIA DESIGN AND MULTIMEDIA ARTS**

Italian Media and Publishing Capital. Here there are:  
› Sky and Mediaset (most important private TV)  
› Private radio stations

Italian cinematographic industry centre. Here there are:  
› Cinecittà  
› RAI (National Television)  
› Private TV

Leader in commercial production also through audiovisual and interactive contents.

Centre of professionals and students of show business. They are not NABA's competitor but figures that complete cinematographic industry's panorama (Accademia di Arte Drammatica Silvio d'Amico and Scuola Nazionale del Cinema) with actors, film's directors...

**GRAPHIC DESIGN AND ART DIRECTION**

City of graphic and advertising communication associated to the concentration of companies, firms and local brands with international reputation.

There are institutions of Italian editorial panorama.

There are the most successful international communication agencies partner of prestigious network as Publicis, JWT, McCann Erickson and brand image studios as Interbrand and Future Brand.

In Ostiense district (where NABA is) many creative communication companies have their headquarters.

There are professional associations as ADI for design, AIAP for graphic design and communication, ADCI for advertising.

Graphic production for Brand Identity (Inarea.com).

Graphic design and topography contributed to characterize the identity of new Rome's districts.

In Rome there is Komunikart: Il Salone della Comunicazione - B2B communication Expo.

**PAINTING AND VISUAL ARTS**

Network of Private Foundations and Galleries as private institutions of art.

Network of important public institution of contemporary art.

Milan as: Fondazione Prada, Pirelli HangarBicocca, FM Centro per l'Arte Contemporanea, Open Care, Galleria zero, miart, Triennale Milano.

Rome as: MAXXI, MACRO, GNAM, Quadriennale di Roma.

Plus strong connection in Turin as: Castello di Rivoli, Artissima, PAV.

As experience, Rome offers both cultural heritage and contemporary artistic language where cultural heritage is dominant in daily life of the artist (as background of the city).

Relationship with residence artists of foreign Academies.



Tirelli Costume featured on NABA documentary 2019

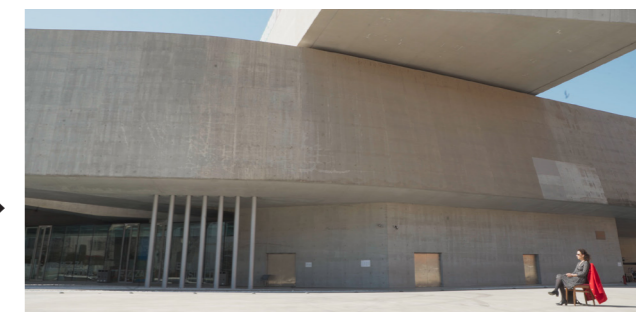
tirellcostumi.com is point of reference in the world for costumes in film industry.

The Cinecittà Studios are a complex of film studios in Rome and represent the symbol of the Italian film industry.



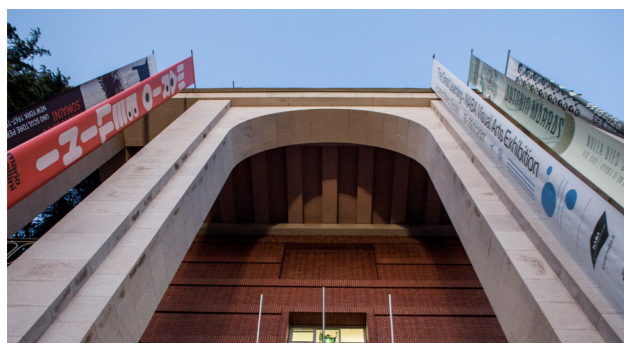
Ostiense district with a street-art view

Ostiense is a Rome's district with a high concentration of start ups, innovation hubs (as Talent Garden) and Fab Lab. In the same are there's a branch of Roma Tre University, so Ostiense is a vibrant district frequented by young people.



Adrian Paci, One and Twenty-One Chairs Performance at MAXXI

Only Rome, in the world, hosts Culture Institutes (as British Council, Real Academy de España, Villa Medici, Villa Massimo..) where foreign excellences of art, have the possibility to stay and do research in Rome, enriching the artistic panorama. Therefore in Rome exists an international entourage of artists and a multicultural and contemporary context that interact with NABA.



On the occasion of The Great Learning, NABA Visual Arts exhibition at Triennale Milano