

## **GIANNI BERENGO GARDIN**

Lives and works in Milan, Italy.

Gianni Berengo Gardin is the most famous photographer in Italy. Born in Santa Margherita Ligure in 1930, he has worked as a photographer since 1954. He worked for Pannunzio's 'Il Mondo' until 1965. Over the years he has worked with the major national and international magazines (Domus, Epoca, L'Espresso, Time, Stern, Harper's Bazaar, Vogue, Du, Le Figaro, etc.). His characteristic style and his keen attention to the world and different realities - from architecture to landscape to daily life - have enjoyed international success and also made him a much requested photographer in the image communications market.

Many of the most incisive advertising photos of the last fifty years are from his archive, and Procter & Gamble and Olivetti have often use his photos to promote their image. Berengo Gardin's photos have been shown in hundreds of exhibitions which have celebrated his work and creativity in many different parts of the world: the Museum of Modern Art, New York, the George Eastman House, Rochester, the National Library, Paris, the International Encounters, Arles, the Mois de la Photo, Paris, and the FNAC Gallery. The Elysée Museum in Lausanne hosted an important retrospective exhibition in 1991 and in 1994 his photos were included in an exhibition dedicated to Italian Art at the Guggenheim Museum of New York. In Arles, during the International Photography Encounters, he received the Oskar Barnack-Camera Group Award. Gianni Berengo Gardin has published more than 150 photography books, among which: Venice by Seasons, Dying of Class (with Carla Cerati), The Eye as a Trade, Tuscany, France, Great Britain, Rome, Inside the house, Inside Work, Scanno, The World, A Country Twenty Years After (with Zavattini), Across Italy by Train (with Ferdinando Scianna and Roberto Koch) and the large anthology entitled Gianni Berengo Gardin: Photographer (1990). Several years ago he dedicated his work to the gypsy community in Italy and the book Desperate Happiness - Living as Gypsies in Florence won the 1994 Oscar Barnack Award. His most recent book is Italians (Federico Motta Publishers, 1999). His most recent exhibitions were in New York (1999 - Leica Gallery) and in Germany (2000). Gianni Berengo Gardin lives in Milan and has been a member of Contrasto since 1990.