

A panel discussion with leading costume designers from Italy and Bollywood as part of Fare Cinema: the International Week of Italian Cinema

For Immediate Release

“If clothes make the man, then certainly the costume designer makes the actor!”

– Audrey Hepburn

What makes characters like Holly Golightly, Scarlett O’Hara or Mogambo and Devdas memorable and beloved? We fall as much in love with Audrey Hepburn’s lively rendition of her character as we do with her now iconic pearls and LBD. And what is Luke Skywalker without his defining light saber?

The description of the discussion is as below:

Costumes are an essential element of any film production and are pivotal to the mise-en-scene of a film. Costumes give us insights into the characters they clothe, the society that they are a part of, and the relevance of the two in the film’s larger cultural milieu. Not only do costume designers, who work hidden behind the camera, have to make sure that their designs are historically accurate or contemporaneous, they also have to make sure that the costuming is evocative of a character’s moods and personality. They must tell a silent story and build an atmosphere all while creating memorable couture.

Avid Learning, Italian Embassy Cultural Centre, Mumbai and Vogue India present **Cine Couture: Costuming for the Camera** with *Award-Winning Italian Costume Designer Daniela Ciancio* and *National Award-winning Bollywood Couturier Neeta Lulla* in conversation with *Vogue India Editor-in-Chief Priya Tanna*.

Join these leading practitioners from the industry as they discuss the intricacies of designing for the screen from Bollywood to Hollywood to regional Italian Cinema. Form cross-cultural comparisons between American, Italian, and Indian cinema, discuss processes and production of costume design, its role as a cinematic device and its larger part in shaping cultural ideologies.

This panel will be the closing event for the first edition of “**Fare Cinema**”, the **International Week of Italian Cinema**, a concerted programme, which the Italian Ministry of Foreign Affairs and International Cooperation (MAECI) has launched to promote Italian quality film production abroad. The programme entails nation-wide screenings of contemporary Italian films and interactions on the crafts of filmmaking with chosen ambassadors for each city. Over 100 ambassadors of cinema in 100 different cities will take part in conferences, meetings with the public, seminars, panels and discussions sharing experiences of daily work driven by passion, creativity and top-level technical competences and skills. Daniela is the ambassador selected for Mumbai and being an Award- Winning Costume Designer, has designed the costumes of films like *La grande bellezza* and *Il divo* among others.

Join us for this exclusive peek behind the scenes with some of the finest minds from the world of local and international film production.

Where - - Essar House- Podium, [11 KK Marg, Mahalaxmi, Mumbai 400034](#)

When - Friday, 25th May, 2018 | 6:00 PM – 6:30 PM – Registrations | 6:30 PM – 8:00 PM – Discussion

RSVP: www.avidlearning.in; avidlearning@essarservices.co.in / +919769937710; prior registration required

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Image Credit: "Il Resto Di Niente" Director: Antonietta De Lillo | Photo: Luca Musella.

Costumes are an essential element of any film production and are pivotal to the mise-en-scene of a film. **Avid Learning, Italian Embassy Cultural Centre, Mumbai and Vogue India** present this panel discussion on the subject with *Award-winning Italian Costume Designer Daniela Ciancio* and *National Award-winning Bollywood Couturier Neeta Lulla* in conversation with *Vogue India Editor-in-Chief Priya Tanna*. Join these experts from the industry as they discuss the intricacies of designing for the screen from Bollywood to Hollywood to regional Italian Cinema. Form cross-cultural comparisons between American, Italian, and Indian cinema, discuss processes and production of costume design, its role as a cinematic device and its larger part in shaping cultural ideologies. This panel will be the closing event for the first edition of "**Fare Cinema**", the **International Week of Italian Cinema**, a programme to promote Italian quality film production abroad.

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About the Speakers

Born in Naples, **Daniela Ciancio** studied stage design at the "Accademia di Belle Arti di Napoli" earning a diploma in scenography. In 1986 she started collaborating with the "Teatro di San Carlo" and the "Nuovo Teatro Nuovo di Napoli". In 1994, she was awarded a diploma at the Italian National School of Cinema, Rome. Since then she has been alternating work for cinema, theatre, opera and television. Daniela has been, among other films, the costume designer for "La Grande Bellezza" and "Il Divo" by Paolo Sorrentino, "A Face Of An Angel" by Michael Winterbottom and "Il Resto Di Niente" by Antonietta De Lillo. She was awarded a David di Donatello for the film "Il Resto Di Niente" by Antonietta De Lillo in 2005. Daniela has also collaborated with several foreign cinema and television productions. Among them she was the costume

supervisor for "MISSION IMPOSSIBLE 3". Daniela is also active in the field of theatre and opera, in Italy and abroad. Between 2009 and 2013 Daniela has been a member of the board of the European Film Academy (EFA), European Film Award - Berlin and since 2005 she is a jury member of the Italian Academy "David di Donatello" since 2005. She has been teaching costume design in a variety of schools and institutions since 2004.

Neeta Lulla is a prominent Bollywood costume designer and fashion stylist. Hailed as the 'Czarina of Indian Fashion', she is one of India's preeminent costume designers and couturiers. By balancing modern designs with traditional elegance, the impeccable designer has over the years acquired an impressive list of clientele, comprising the movers and shakers of the glamour world. She has collaborated with many directors including Subhash Ghai, Yash Chopra and Sanjay Leela Bhansali to bring to enchantment to the silver screen. Her cinematic repertoire includes cult films like *Jodha Akhbar*, *Devdas*, *Mohenjo Daro*, *Hum Aapke Hai Kaun*, among others. One of the most trusted costume designers in the film industry, she has contributed to more than 400 motion pictures in over seven languages, both for national and international cinema. Teaching being her second love, she partnered with Subhash Ghai to launch the first of its kind fashion school – The Whistling Woods – Neeta Lulla School of Fashion. Known for her concept driven runway shows, Make In India showcased the need for indigenous outfits while #SheIsMe highlighted combating gender based violence. Lulla has also established herself as one of the top bridal couturiers in India. She has received four National Film Awards as well as numerous Industry Awards through the years.

The first-ever editor of *Vogue India*, **Priya Tanna** brings more than a dozen years of publishing and editing experience to lead Vogue India's talented team. With an aim to attract millions of loyal readers, Priya is responsible for putting together and inspiring the creative team dedicated to introducing Indian women to the world's fashion bible. Priya and her team focus on combining the best of Indian and international fashion, creating trends for fashionistas to follow, and providing the latest news, reviews and stories in a format that is both stylish and accessible. Priya has extensive experience as an editor, her last stint being at After Hours, the entertainment and lifestyle daily of DNA. She has also edited Rouge, the women's supplement from the Times of India, and Time and Style, a watch and jewellery magazine. Priya was the launch editor of Femina Girl. With her keen interest in the fashion industry, prior to her career in journalism, Priya always maintained a diary of her favourite designers. One of her first interviews was with iconic designer Valentino, who she pursued for six months until he gave her an exclusive. It is her passion, experience and skill set that have propelled Priya to great heights in her career, and helped her in her mission to make Vogue, India's fashion bible and favourite magazine.

About Partners

The Italian Embassy Cultural Centre - Mumbai or Istituto Italiano di Cultura (IIC) is part of a worldwide network of 83 Italian government offices located in all continents with a view to promoting Italian culture and civilization. IICs organize cultural events, offer courses of Italian language and civilization, facilitate contacts between Italian and local researchers and scholars and cooperate with local cultural

organizations and academic institutions. Our main mandate is to make Italian culture known to the society at large in South Western India through the organization of artistic, cultural and academic events, the provision of courses of Italian language and civilization and the dissemination of information about Italy and its society.

Vogue India is the Indian edition of the monthly fashion and lifestyle magazine called Vogue. It is the 17th international edition of Vogue and the first edition in South Asia. Vogue India is published by Condé Nast India Pvt. Ltd., a 100% owned subsidiary of Condé Nast International. Vogue India was the first magazine released in India that is 100% foreign owned. The magazine, founded in 2007, has developed successfully onto multiple platforms, including a website and iPad editions. Vogue.in is the most well respected women's fashion website in India. Vogue is particularly well known for its events and special promotions. The brand's annual signature events, the Vogue Beauty Awards, Vogue India Fashion Fund and Fashion's Night Out, have succeeded in setting industry benchmarks. Vogue magazine is a monthly publication.

Avid Learning, a public programming platform and cultural arm of the Essar Group, has conducted over 900 programs and connected with more than 100,000 individuals since its inception in 2009. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth across the fields of Culture & Heritage, Literature, Art and Innovation.

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