



COLLECTION
ENRICO QUINTO & PAOLO TINARELLI

Fashion History Archive - Rome



In 1987 Paolo Tinarelli and Enrico Quinto created their PR studio CREATIVITALIA.

After almost ten years of wide-ranging experience in events promotion in the spheres of cinema, the arts, fashion and politics, in December 1996 they established Rome's first flea market, catering specifically for the private collector and non professionals.

Overnight success produced a chain reaction all over Italy and the "flea market boom" was born.

In recognition of our efforts, the mayor's office in Rome found itself taking steps to legislate in favour of this new phenomenon. This seal of approval, at local government level, was the first in Italy and many other local authorities all over the country followed this precedent.



Soon it became frequented by an elite clientele, amongst which were women who had for years been customers of High Fashion and Pret-a-Porter. Il Mercatino del Borghetto Flaminio became a means by which twentieth century fashion came to be appreciated anew. After ten years, by this process, our private collection grew into one of the main historical costume and fashion archives in Italy.

The market was inspired by a principle of re-use and recycling, which aimed to bring the decorative arts once again to peoples' attention, to celebrate the so-called minor arts and encourage an independence of spirit as regards personal taste, that is one which is unconcerned with whatever happens to be "in" or "out" at a given time.

Our approach led to a general acceptance, an elevation in prestige at international level, of the idea of re-use and re-appreciation now expressed in the generic term "Vintage", which had previously been reserved for cars and wine!

The Enrico Quinto and Paolo Tinarelli collection now numbers more than 6000 pieces, including accessories, supported by a library of many thousands of books, year books, periodicals, catalogues and photographic collections.

This ensemble of material traces the development of female fashion in the twentieth century through pieces from the major creative forces. This is achieved from an international perspective but with a distinctly Italian emphasis.

This resource is not only used by costume historians and students of fashion but also as a source of inspiration to contemporary designers for collections yet to come.

Many dresses belonged to such luminaries as The Duchess of Windsor, Queen Paola of Belgium, HRH Princess Maria Gabriella di Savoia, HSH Princess Grace of Monaco, Princess Salima Aga Khan, Jaqueline Kennedy, Ava Gardner, Marilyn Monroe, Sophia Loren, Audrey Hepburn, Veruschka, Marisa Berenson, Grace Jones, Isabella Rossellini, Claudia Schiffer, Helena Christensen, Monica Bellucci amongst many others.



Exhibitions organised and those to which we have contributed;

July 1998

"Moda Romana dal 1945 al 1965" curated by Bonizza Giordani Aragno.
Palazzo delle Esposizioni, Rome

1999

A donation of clothes from the autarchic period, endorsed by the Ente Nazionale della Moda was made to the Galleria del Costume di Palazzo Pitti, Florence.
The restoration of the gallery was inaugurated with the exhibition "Moda Femminile tra le due Guerre", curated by Caterina Chiarelli.

During 2000

"Moda Italiana 1950-1970" curated by Sofia Gnoli, Società Dante Alighieri.
Shown at various Italian Embassies in Europe

May/September 2001

"Seta il Novecento a Como". Curated by Chiara Buss.
Fondazione Antonio Ratti, Villa Olmo, Como

February/ April 2003

"Fashion, Italian Style", curated by Valerie Steele.
Fashion Institute of Technology of New York

May 2003

"Vestiti per Immagini : L'abito femminile da società tra Ottocento e Novecento e la sua immagine pittorica e fotografica" curated by Gabriele Borghini e Gianna Piantoni.
Complesso Monumentale di San Michele, Rome

June/October 2003

"La grande svolta anni 60" curated by Enrico Quinto.
Palazzo della Ragione, Padua

November/ February 2003-2004

"Un secolo di moda – creazioni e miti del XX secolo" curated by Enrico Quinto e Paolo Tinarelli.
Accademia Francese – Villa Medici, Rome

2004

"Gran Sera. Dalla Hollywood sul Tevere agli anni Ottanta 40 anni di moda Italiana" curated by Sofia Gnoli, Società Dante Alighieri.
Shown at Various Cultural Institutes in Europe and USA

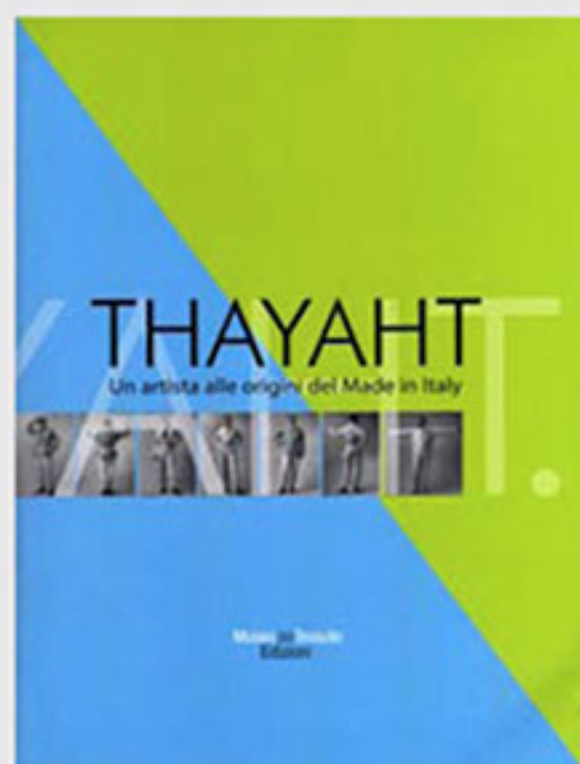
July/December 2004

"Emilio Schuberth. Lo spettacolo della Moda" curated by Bonizza Giordani Aragno.
Fondazione Mondragone, Naples

Sabaudia July 2004

"Sapore di Sale. Stili, moda e tendenze sul bagnasciuga", curated by Bonizza Giordani Aragno





September/December 2004

"Fashion Passion 100 anos de moda na oca", curated by Jean-Louis Froment.
Parque de Ibirapuera, São Paulo, Brasil

March/October 2005

"Anni Cinquanta. La Nascita della Creatività italiana", curated by Enrica Morini.
Palazzo Reale, Milan

March/October 2005

"La Grande Guerra".
Ala Manzoni of the Stazione Termini, Rome

September 2005

"Transferencias", curated by Eloy Martinez de la Pera Celada.
Barcelona

September/November 2005- 2006

"... a proposito di Capri. Omaggio a maremoda Capri", curated by Bonizza Giordani Aragno.
Fondazione Mondragone, Naples

March/May 2006

"La principessa della Moda: Irene Galitzine", curated by Bonizza Giordani Aragno.
Auditorium Conciliazione, Rome

August 2006

"Couturiers francesi".
Sarzana

September/ November 2006

"Transferencias", curated by Eloy Martinez de la Pera Celada.
Museo Nestor, Las Palmas di Gran Canaria

November /February 2006-2007

"Sete potere e glamour", curated by Roberta Orsi Landini.
Centro Sperimentale per le arti Contemporanee, Caraglio, Cuneo

May/July 2007

"Coco Design" l'influenza di Chanel nel design.
Palazzo Ducale, Genoa

December /April 2007-2008

"Thayaht un artista alle origini del Made in Italy".
Museo del Tessuto, Prato

December 2007

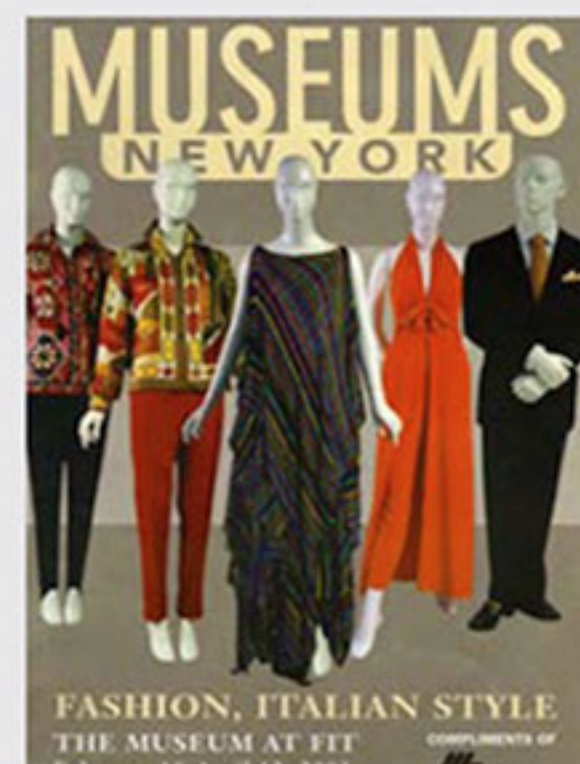
Donation to the Museo del Traje.
Madrid

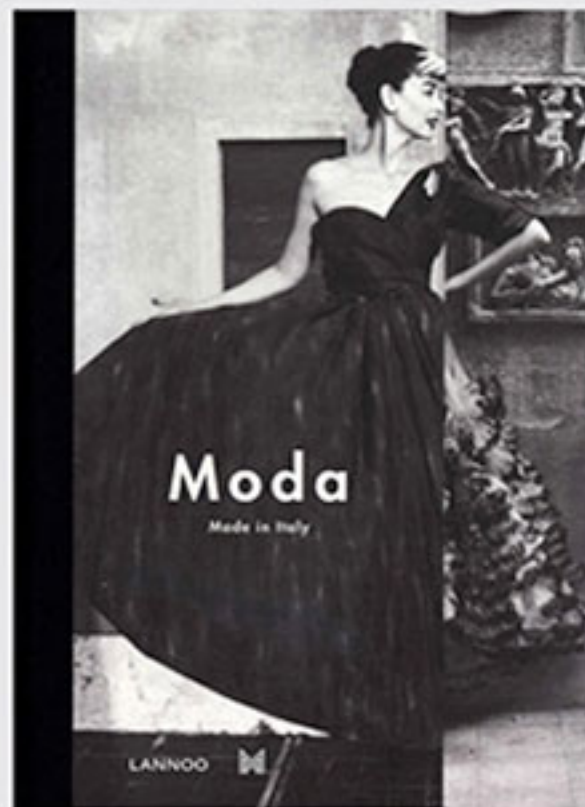
January - February 2008

"Donna Simonetta, la prima donna della moda italiana".
Galleria del Costume of the Palazzo Pitti, Florence

2009

"Una Giornata Moderna", curated by Mario Lupano and Alessandra Vaccari.
Rome, London





June/February 2013-2014

"Moda made in Italy"

Mode Museum Hasselt, Belgium.

Curated by Eve Daemon.

April/July 2014

"The Glamour of Italian Fashion since 1945"

Victoria & Albert Museum, London, England.

Curated by Sonnet Stanfill.

April/August 2014

"Italian Glamour: the essence of Italian fashion"

Cidades das Artes, Rio de Janeiro, Brasil.

Curated by Enrico Quinto and Paolo Tinarelli.

May/October 2014

"Emilio Pucci a Como"

Antonio Ratti Foundation, Como, Italy.

Curated by Margherita Rosina and Francina Chiara.

July/September 2014

"Moncada, Novelli, Perilli. Made in Italy. A modernist vision"

National Etruscan Museum of Villa Giulia, Rome, Italy.

Curated by Enrico Quinto and Paolo Tinarelli

October/January 2014-2015

"The Glamour of Italian Fashion since 1945"

Minneapolis Institute of Art, Minneapolis, USA.

Curated by Sonnet Stanfill.

December/May 2014-2015

"Bellissima. Italy and High Fashion 1945-1968"

MAXXI-National Museum of XXI Century Arts, Rome, Italy.

Curated by Maria Luisa Frisa, Anna Mattiolo, Stefano Tonchi.

February/May 2015

"The Glamour of Italian Fashion since 1945"

Portland Art Museum, Portland, USA.

Curated by Sonnet Stanfill.

May/November 2015

"Fashion in Motion"

SEM Slovene Ethnographic Museum, Ljubiana, Slovenia.

June/September 2015

"The Glamour of Italian Fashion since 1945"

Frist Center for the Visual Arts, Nashville, USA.

Curated by Sonnet Stanfill.

June/October 2015

"Giardini di Seta"

Fondazione Antonio Ratti, Como, Italy.

Curated by Margherita Rosina and Francina Chiara.

September/June 2015-2016

"Bellissima. Italy and High Fashion 1945-1968"

Villa Reale, Monza, Italy.

Curated by Maria Luisa Frisa, Anna Mattiolo, Stefano Tonchi.

February/June 2016

"Bellissima. Italy and High Fashion 1945-1968"

NSU Art Museum, Fort Lauderdale, USA.

Curated by Maria Luisa Frisa, Stefano Tonchi.



April/July 2016
 "Italian Glamour: l'essenza della moda italiana"
 Museo Pedro De Osma, Lima, Peru.
 Curated by Enrico Quinto and Paolo Tinarelli.

May/April 2016-2017
 "Tra Arte e Moda"
 Museo Salvatore Ferragamo, Firenze, Italy.
 Curated by Stefania Ricci

May/September 2016
 "The Glamour of Italian Fashion since 1945"
 McCord Museum, Montreal, Canada.
 Curated by Sonnet Stanfill.

June/September 2016
 "Cashemire, il segno in movimento"
 Fondazione Antonio Ratti, Como, Italy.
 Curated by Margherita Rosina and Francina Chiara.



A Century Of Fashion

More than 15,000 visitors came to this exhibition, which took place in Rome at L' Accademia di Francia in Villa Medici in the Autumn/ Winter of 2003-2004.

On show were dresses from the collection of Enrico Quinto and Paolo Tinarelli.

200 pieces traced the evolution of fashion from the early 1900s to the present day.

The catalogue edited by Federico Motta sold out within six months of the opening of the exhibition.

It contains contributions from curators of the major fashion museums as well as leading commentators of worldwide renown.

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