



LADY GAGA,  
NEW YORK 2009  
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《马里奥·特斯蒂诺：私视角》摄影展  
远见派艺术家及摄影大师马里奥·特斯蒂诺经典作品首次  
在华展出

2012年6月7日起于北京今日美术馆精彩呈现

全新力作《私视角》为中国观众呈现摄影大师30年辉煌的  
创作生涯

(2012年6月7日, 中国北京)——2012年6月7日, 久负盛名的北京今日美术馆将迎来一场大师级的展出——《马里奥·特斯蒂诺: 私视角》摄影作品展。该展出将为中国观众集中展示特斯蒂诺最著名的近100幅摄影杰作, 以艺术家独特的视角呈现当代最引人注目的人物肖像。

从尊贵的皇室成员、屡获金奖的好莱坞明星到标志性的封面巨星, 马里奥·特斯蒂诺的摄影作品云集了备受尊崇且极具影响力的名人雅士。他的作品作为封面图片为全球各地的时尚杂志争相采用, 同时深受世界一线时尚及美容品牌的追捧。

作为马里奥·特斯蒂诺的长期合作伙伴, 英国奢华时尚品牌博柏利 (Burberry) 将大力支持此次在中国的首展。

作为今日美术馆的战略合作伙伴, 豪华汽车品牌梅赛德斯-奔驰 (Mercedes Benz) 也将倾情支持此次摄影展。

特斯蒂诺因其非凡卓越的拍摄方式闻名于世——在每次拍摄过程中, 他都能与摄影对象建立起心灵感应, 捕捉到对方最为自然和亲切的瞬间, 并将其不为人熟知的一面呈现给世人。此次展览将通过色彩、光线与视频的相互结合, 带观众领略这位现代大师极富灵感的摄影生涯。

特斯蒂诺表示: “我非常希望能在中国举办摄影展, 这是以往我的展览从未到过的地方。我觉得此次展览最好的呈现方式莫过于选择并展出现阶段对我个人而言意义最大的摄影作品……因此本次展览就取名为‘私视角’。在构思和计划这次展览时, 也让我有机会回顾了自己的摄影历程, 我深刻的感觉到这个过程就好比在破解一道谜题, 让我开始理解了自己在时尚领域的摄影工作是如何影响我的名人肖像作品, 进而对我的皇室人物摄影及其他作品产生影响的。我希望能通过本次展览, 集中呈现我在摄影工作中的不同层面, 带领观众走进我的‘私视角’。此外, 本次摄影展的举办地——北京是一个非常特别的地方, 这里充满了各种耐人探索和寻味的新奇体验。”

当提及他为诸多名人雅士拍摄肖像作品时, 特斯蒂诺说道: “为名人拍照是一件非常有意思的事情。我们在各类媒体中频繁看到他们的照片, 难免会忘了他们也是和我们一样的普通人, 而这恰恰是我为他们摄影的过程中最希望展现的一面。我在为名人拍照时, 希望能对他们有所了解, 无论是风趣的一面、温柔的一面, 还是性感的一面, 我会在与他们近距离相处的过程中, 尽可能发现和捕捉他们不为人所知的真实一面。有时候, 这会为我们带来意想不到的惊喜收获。”

本次展览将通过不同的主题区域, 带领观众走进特斯蒂诺的摄影生涯, 其中包括他的时尚摄影系列作品——“我的时尚视角”、大家所熟悉的皇室成员肖像作品系列——“英国皇室家族肖像照”, 以及最具代表性的世界名人肖像照系列——“传奇人物”等。

本次展出的另一亮点是特斯蒂诺与英国品牌博柏利及其首席创意总监 克里斯托弗 贝利 (Christopher Bailey) 在长达15年的默契合作中共同创作的经典作品。作为博柏利的御用摄影师, 特斯蒂诺的镜头中不乏全球各地时尚、艺术及摄影粉丝们最为熟悉的魅力身影。

值马里奥 特斯蒂诺首次在华办展之际, 塔森出版社 (Taschen) 也将藉此出版一本名为《马里奥 特斯蒂诺: 私视角》(Mario Testino, Private View) 的限量版图书。此书总共发行1,500册, 每本均带有独一无二的编号, 并留有特斯蒂诺的亲笔签名。这本难得一见的限量版图书采用做工精美的注塑塑料包装盒, 封面印有家喻户晓的乐坛天后Lady Gaga的肖像, 并采用双凸透镜视觉设计, 呈现出独特的视觉效果。如格雷顿·卡特 (Graydon Carter)、卡尔·拉格菲尔德 (Karl Lagerfeld)、珍妮佛·阿伦 (Jennifer Allen) 以及帕特里克·金蒙斯 (Patrick Kinmonth) 等世界名流均受邀参与撰写。

《马里奥 特斯蒂诺: 私视角》: 6月7至6月27日, 北京今日美术馆

摄影展支持伙伴: 博柏利 (BURBERRY)

本次摄影展由英国奢华时尚品牌博柏利鼎力支持

“多年来, 我和马里奥始终保持紧密合作。他的每一幅摄影作品中, 都蕴含着巨大的个人魅力和鲜明的性格特点。他是一位天才摄影师, 拥有无人可比的天赋, 以及通过照片令全球观众为之着迷的独特本领。他用镜头捕捉的一个个自然而又亲切的瞬间, 最终成为了全球公认的当代摄影巨作。”

能有机会参与此次在北京今日美术馆举办的《马里奥 特斯蒂诺: 私视角》摄影展, 我们感到无比激动。艺术和文化是我们生活中不可或缺的绚丽色彩, 能为此次展览提供支持, 我们深感荣幸。马里奥不仅是一位亲密的朋友, 也是现代摄影舞台上不可替代的标志性摄影大师。”

—— 首席创意总监 克里斯托弗 贝利 (Christopher Bailey)

今日美术馆的战略合作伙伴: 梅赛德斯-奔驰 (MERCEDES BENZ)

作为今日美术馆的战略合作伙伴, 豪华汽车品牌梅赛德斯-奔驰也将倾情支持此次摄影展。126年来, 梅赛德斯-奔驰以创造最富魅力、最受赞誉的“汽车艺术品”而闻名于世, 其艺术与时尚的基因早已深植于每一款梅赛德斯-奔驰汽车的设计中, 并驱动着梅赛德斯-奔驰持续关注与支持全球顶尖艺术活动。作为一名兼具艺术魅力与时尚张力的大师, 马里奥 特斯蒂诺摄影作品中体现的时尚先锋力量和对完美的执著追求, 正与梅赛德斯-奔驰不断超越自我, 坚持“惟有最好”的品牌理念遥相呼应; 对有积极影响力的艺术家始终不遗余力的支持, 也充分体现了梅赛德斯-奔驰对中国市场的长期承诺。

如需获取更多信息, 请联系:

奥美公关

周心怡(Dorian Zhou) 先生 T: 21 2405 0725 M: 135 6457 5079 E: dorian.zhou@ogilvy.com

方懿(Jessie Fang) 小姐 T: 21 2405 0728 M: 186 2187 8036 E: yi.fang@ogilvy.com

顾梦菲 (Jessica Gu) 小姐 T: 21 2405 1675 M: 136 0177 4325 E: jessica.gu@ogilvy.com

今日美术馆

肖宝珍 Jane Xiao

小姐 T: 10 58769690 E: xbz@todayartmuseum.org

## 展览信息

展览名称：《马里奥 特斯蒂诺：私视角》

展览日期：2012年6月7日 - 6月27日

该展览由博柏利 (Burberry) 顶力支持

战略合作伙伴：梅赛德斯-奔驰 (Mercedes Benz)

媒体合作伙伴：触动传媒 (Touchmedia)

策展人：Patrick Kinmonth

展品数量：93幅

限量版图书：《马里奥 特斯蒂诺：私视角》

出版社：塔森 (Taschen)

由格雷顿 卡特 (Graydon Carter)、卡尔 拉格菲尔德 (Karl Lagerfeld)、珍妮佛 阿伦 (Jennifer Allen)  
以及帕特里克 金蒙斯 (Patrick Kinmonth) 参与撰写

语言：中英双语

网址：www.todayartmuseum.com, www.mariotestino.com

## 参观指南

地址：北京市朝阳区百子湾路32号苹果社区今日美术馆4号馆 (邮编：100022)

开展时间：早上10点 - 下午5:00 (下午4:00以后停止售票)

票价：成人票20元

半价票：10元 (凭学生证、军人证、老人凭退休证)

注：①学前儿童在有家长陪同下可以免费参观美术馆展览。

②免费开放日免门票。

订票热线：

Tel: +86 10-58760600

网址：www.todayartmuseum.com

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6th JUNE 2012

FOR IMMEDIATE RELEASE



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**MARIO TESTINO: PRIVATE VIEW A COLLECTION OF ICONIC WORKS FROM VISIONARY ARTIST AND PHOTOGRAPHER MARIO TESTINO, ARE TO BE EXHIBITED IN CHINA FOR THE FIRST TIME AT THE PRESTIGIOUS TODAY ART MUSEUM FROM JUNE 7TH 2012.**

**PRIVATE VIEW IS A NEWLY CURATED EXHIBITION, THE ARTIST'S FIRST TO OPEN IN CHINA, WHICH SPANS HIS THIRTY YEAR CAREER AND FIRMLY CEMENTS MARIO TESTINO AS A MASTER OF MODERN PHOTOGRAPHY.**

MARIO TESTINO: PRIVATE VIEW will open on 7th June 2012 at the prestigious Today Art Museum in Beijing. The exhibition will bring together almost 100 of Testino's most celebrated photographs, providing a unique insight into some of the most remarkable images of our time.

From portraits of royalty and award-winning Hollywood actors, to iconic cover images, Mario Testino has photographed the world's most respected and influential people. His pictures have been featured world-wide across covers of international fashion magazines and through campaigns for the world's leading fashion and beauty brands.

British luxury brand Burberry, who are longstanding collaborators with Mario Testino, will be supporting him for this inaugural exhibition in China.

As the strategic partner of the Today Art Museum, the luxury car brand Mercedes Benz will also be partnering with the exhibition.

Testino is known for the extraordinary way in which he can capture his subjects. He has a unique ability to create a connection with his sitters, offering spontaneous and intimate portraits, which captivate audiences worldwide and give the viewer an exclusive insight into an often unknown world. The exhibition will combine every aspect of Testino's inspirational career in an installation that combines colour, light and video to illuminate the work of a modern master.

*"I wanted to show my work in China, somewhere I have never exhibited before." says Testino. "I felt the best way of doing this was by selecting the images that mean most to me personally at the moment.... hence the name Private View. In conceiving this exhibition and having the chance to look back over the years I found it was like understanding a puzzle for me – seeing how the fashion work influenced the celebrity portrait work, which in turn influenced the royal work and so on. I felt the only way of making the exhibition was to show all these different sides of my life together, creating a private view of the world I have been documenting. Also, Beijing is an incredible place, full of surprises– you get a real sense of discovery there"*

On photographing the many stars Testino has captured, he goes on to say: *"Photographing the famous is fascinating. We see so many images of them that we can forget that they are real people, and that's the very aspect I like to show. When I photograph someone I want to understand them – their fun side, their soft side, their sexy side – whatever it may be that I discover when I am with them. Sometimes it can lead to very surprising results."*

The exhibition will guide the viewer through the many remarkable areas of Testino's oeuvre. For this show they have been classified in areas such as his fashion works (In my Own Fashion), his instantly recognizable royal portraits (Portraits of the British Royal Family) and his iconic pictures of the worlds most celebrated people (Larger than Life).

The show will also highlight the work of Testino's 15 years of creative partnership with Burberry and the brand's Chief Creative Officer, Christopher Bailey. As the brand's photographer Testino has captured some of the most instantly recognisable imagery which have resonated with fans of fashion, art and photography around the world.

Coinciding with Mario Testino's inaugural exhibition in China, a special edition book Mario Testino, Private View will be published by Taschen. The book will be released on a limited edition of 1,500 numbered and signed copies and will come housed in an unique, injection-moulded plastic box with a lenticular cover portrait of Lady Gaga. Contributing authors are Graydon Carter, Karl Lagerfeld, Jennifer Allen, and Patrick Kinmonth.

*Mario Testino Private View at the Today Art Museum, Beijing – June 7th – 27th*

## **SUPPORTED BY BURBERRY**

This exhibition has been made possible with thanks to Burberry

*"Mario and I have worked together, very closely, for many many years. Both his enormous charm and depth of his character shine through all his work. He is a photographer of unequalled talent with the remarkable ability to engage audiences worldwide through his pictures - capturing intimate moments that are globally recognised as era defining images.*

*We are thrilled to be a part of this exciting Mario Testino Private View exhibition at the Beijing Today Art Museum. Art and culture are such essential and enriching parts of life, it is a huge honour for us to play a part in supporting this exhibition – Mario is not only a dear friend, but an iconic figure in modern photography."*

Burberry Chief Creative Officer, Christopher Bailey

## **MERCEDES BENZ**

Strategic Partner of the Today Art Museum

Mercedes-Benz, as the strategic partner of Today Art Museum, avidly supports this photography exhibition. Mercedes-Benz is known as the creator of the world's most fascinating and acclaimed automobile artworks, with the art and fashion gene long rooted in its 126 year design history. This heritage has been a driving force behind Mercedes-Benz's consistent efforts in promoting top art events throughout the world. As a master who possesses both an artistic charm and an acute sense of fashion, Mario Testino's fashion forwardness and persistent pursuit of perfection in his works greatly resonate with Mercedes-Benz's core brand value of "The best or nothing". This relentless support for influential artists greatly demonstrates Mercedes-Benz's long-term commitment to the Chinese market.

**For more information, please contact Ogilvy Public Relations**

**Dorian Zhou**

**Email: [dorian.zhou@ogilvy.com](mailto:dorian.zhou@ogilvy.com) – T: +86 21 2405 0725 M: 135 6457 5079**

**Jessie Fang**

**Email: [yi.fang@ogilvy.com](mailto:yi.fang@ogilvy.com) – T: +86 21 2405 0728 M: 186 2187 8036**

**Ethan Fei**

**Email: [ethan.fe@ogilvy.com](mailto:ethan.fe@ogilvy.com) – T: +86 21 2405 1965 M: 139 1618 0624**

**TODAY ART MUSEUM – Jane Xiao**

**Email: [xbz@todayartmuseum.org](mailto:xbz@todayartmuseum.org) – T: +86 10 58769690**

EXHIBITION INFORMATION

Title: Mario Testino Private View

Dates: 7th June – 27th June 2012

Supported by: Burberry

Strategic partner: Mercedes-Benz

Media Partner: Touchmedia

Curator: Patrick Kinmonth.

Number of works: 93

Publications: Mario Testino, Private View

Published by: Taschen

with texts by Graydon Carter, Karl Lagerfeld, Jennifer Allen, and Patrick Kinmonth.

Languages: Chinese and English

Websites: [www.todayartmuseum.com](http://www.todayartmuseum.com), [www.mariotestino.com](http://www.mariotestino.com)

VISITOR INFORMATION

Address: Building 2, Pingod Community, No.32 Baiziwan Road, Chaoyang District, Beijing, 100022

Tel: +8610-58760600

Opening times: From 10:00a.m.—5:00p.m. No Entry after 4:00p.m

Ticket prices: Adults ¥20

Reduced ticket: ¥10.00 (by Student Card / Elder Card / Soldier Card)

Free admission: Children of 6 years old or below,

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