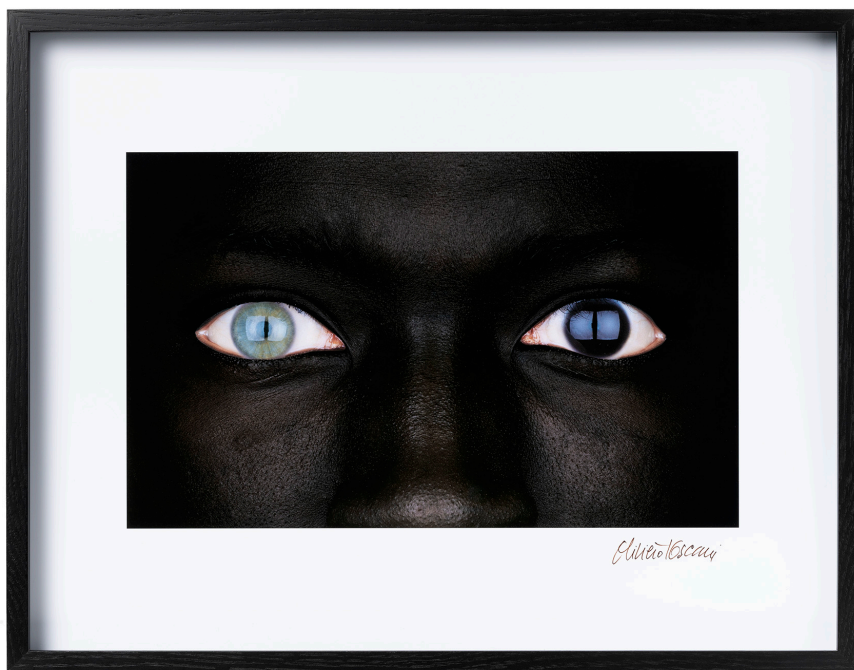


Museum
für Gestaltung
Zürich
Freundeskreis

Edition 2024



Oliviero Toscani, Fabrica Eyes, 1991

Oliviero Toscani

Fine-art print

Photo Oyster satin, 2024

signed on print

Edition of 20

24 × 36 cm

Frame 38.5 x 49.5 cm [h × w]

Black ash, museum glass UV92

CHF 700 / CHF 560 (members), framed

CHF 550 / CHF 440 (members), unframed

available at the museums and in the eShop

Oliviero Toscani (b. 1942) from Italy has written advertising history with his work. In 1982 he started working for the Italian fashion label Benetton and in 1993 he co-founded with fashion entrepreneur Luciano Benetton the communication research center Fabrica, a school for artists under the age of 25 working in any discipline. Fabrica is an idea factory for books, advertisements, posters, and campaigns for the Benetton Group. With this image of a set of eyes in two different colors, Toscani created a memorable trademark for Fabrica in 1991 that stands for diversity and unexpected points of view. He selected a horizontal detail from the portrait of Black man and superimposed the aqua-colored iris of another model over one of the eyes. The illusion of lens-shaped pupils is created by the banal reflection of two rectangular studio lights between which Toscani mounted the camera.