

Museum
für Gestaltung
Zürich
Freundeskreis

Edition 2024, 2nd series



Oliviero Toscani, Nudicome, 2018

Oliviero Toscani

Fine-art print

Satin/Oyster photo paper, 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

Over the past sixty years, Toscani has designed numerous campaigns for fashion brands. His many years working for Benetton are of particular note. When he started there in 1982, the Italian fashion group was already active on four continents, so it made sense to select diverse models and then use the same ads all over the world. Toscani's campaigns gradually took a more radical turn, and after 1989 the posters no longer featured fashion images at all. Amid the constant struggle for consumer attention, Benetton began to view itself as a catalyst for addressing urgent social issues. Many accused the company of exploiting topics such as racism, violence, and exclusion for commercial ends. Benetton broke with Toscani in 2000, but the two resumed their collaboration in 2018. "Nudicome" was the key image signaling this renewed cooperation, perfectly embodying the claim "United Colors."