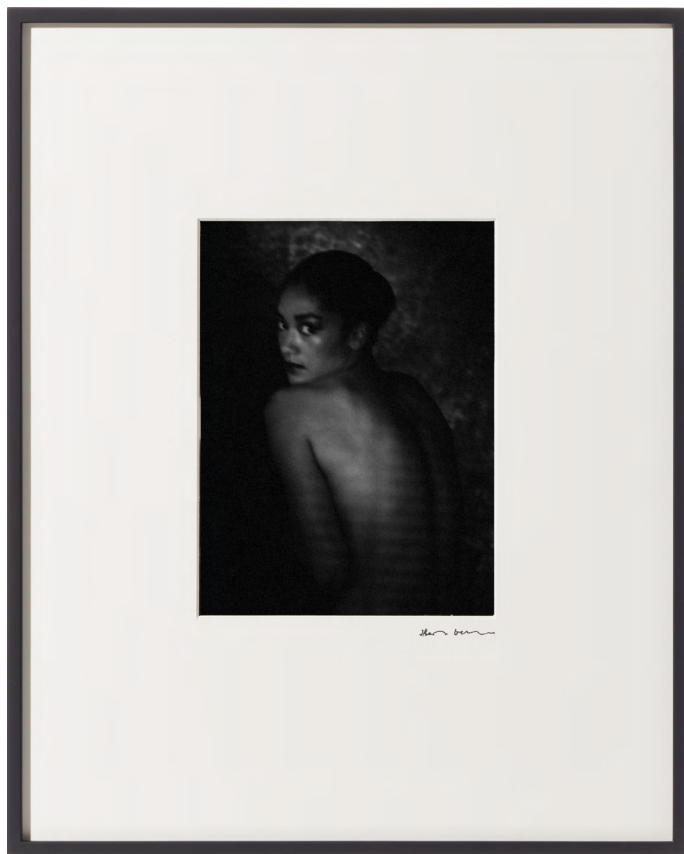


Museum
für Gestaltung
Zürich
Freundeskreis

Edition 2021



Allure, Zürich, Schweiz, 2009

Alberto Venzago

Baryte print, 2021

Edition of 20

18 × 24 cm

Black ash frame, museum glass

Signed on print and mount

CHF 1000 / CHF 800 (members)

Available in the museum shops /the eShop

Allure embodies a key focus in Alberto Venzago's (b. 1950) work, because, in addition to doing reportage and advertising photography and experimental images, he has always been fascinated with women and their beauty. The work can be seen as part of a portraiture tradition that perhaps began with Vermeer's *Girl with a Pearl Earring* in 1665. The model poses for the photographer with a naked upper body. She casts Venzago a shy and yet curious glance over her shoulder. The room is dark, so that the model's lighted head and back stand out in vivid relief. Soft streaks of light, filtered by the lowered blinds, play across her body, while the silhouette of her head emerges abstractly against a subtly modulated background. That is all we see. What makes this work so magical is the enigmatic narrative that is left up to our imagination. "*Allure* is one of my favorite images," says Venzago, who shot this classic nude seen from behind in Zurich in 2009.