



AMERICAN EYES

A Photographic Journey by Gianluca Vassallo

Celebrating Safilo's Spring 2017 Reintroduction

of Elasta and Emozioni Eyewear

NEW YORK – March 2017 – Safilo celebrates the Spring 2017 reintroduction of its own flagship Elasta and Emozioni ophthalmic collections with a captivating exhibition in New York City called *American Eyes*. The exhibition is an homage to American opticians – celebrating the people, optical shops and landscapes they call home.

Timed to Vision Expo East, *American Eyes*, by Italian artist Gianluca Vassallo, is a journey of images representing a cross-section of America. This is not the America we all know from glossy magazines, but the real one, sincere and bewitching. The thought-provoking images by the artist Gianluca Vassallo show large expanses of cultivated fields, rural villages and characteristic optical shops where opticians work with love. Vassallo's photos are extremely evocative, telling stories and emotions in a way that words can't.

The eight Safilo accounts depicted in the exhibit are from Maryland, Pennsylvania, New Jersey and New York and were selected for their unique locations and high regard for the Elasta and Emozioni collections which have filled an important niche in their practices.

In addition to the photographic images, the gallery exhibition encompasses eyewear from the Spring 2017 Elasta and Emozioni collections, interspersing the display of the introspective eye of the artist with the real optical devices used for vision correction.

"I have traveled through four states, and many states of mind, to meet opticians, to discover the joy and care they dedicate to their patients, the depth of wisdom they show in transforming a practical gesture into a gesture of community, listening every day, sustained by the reliability of Safilo Elasta and Emozioni to protect the eyes of America," said Vassallo.

"Safilo is excited to reintroduce the Elasta men's ophthalmic brand and the Emozioni women's ophthalmic brands in the U.S. market this spring at our customers' request. The Elasta spring hinge introduced innovation to the eyewear industry in 1967 and is widely acclaimed for being one of Safilo's greatest inventions. The hinge has been perfected and improved during the past 50 years to reach today's evolution offered again in the Elasta and Emozioni collections," says Henri Blomqvist, CEO of Safilo North America.

"Both brands, which are Made in Italy, have always been favored by opticians and patients alike for their quality as well as their well-designed and timeless styling that is well suited for a broad customer base and for a wide range and the incomparable comfort and innovation offered by each collection's variety of Elasta hinge offerings," he added.

Featured Opticians Offices

- Annapolis Opticians	Annapolis, MD
- The Eye Shoppe	Collegeville, PA
- Wichryk Eye Associates P.C.	Macungie, PA
- McDonald Ophthalmology & Assoc.	Bethlehem, PA
- The Optical Shoppe	Princeton, NJ
- Eye Shoppe On Seventh	Brooklyn, NY
- J C Reiss Optician	Morristown, NJ
- Clairmont-Nichols Opticians	New York, NY

Exhibit Hours and Location:

Friday, March 31st – Sunday, April 2nd at the Caelum Gallery in Chelsea, 508-526 W. 26th St., Suite 315. Gallery Hours: 12-6pm on Friday and Sunday, 10am-9pm on Saturday. Open free to the public. The exhibition will also be on-line at www.GalleriaSafilo.com, the new digital museum of Safilo Group.

About the Artist

Gianluca Vassallo was born in Italy in 1974. The artist lives in Sardinia and ventures around the world. He expresses himself through videos, audio, photography and installations by focusing on the relational practices and processes of interaction between his audience and works of art. His work has been exhibited by several galleries and institutions in Italy and abroad including: Fondazione di Sardegna (Cagliari, 2016), Padiglione Portogallo Biennale Architettura di Venezia (Venezia, 2016), Museo dell'Emigrazione (Asuni, 2016), Foscarini Spazio Soho (New York, 2015), Palazzo della Penna (Perugia, 2014) Schauwerk Museum (Sindelfingen 2013, 2014), MAN (Nuoro, 2014), Stadtgalerie (Kiel, 2014), Tempio di Adriano (Roma, 2013), Masedu Museo (Sassari, 2013), Fondazione Meta (Alghero, 2013), MART (Rovereto 2012), PAN (Napoli, 2010). He has won awards among which: Terna Prize 2013, VAF Prize 2014. His public art pieces include works such as: Exposed (2013), Free Portrait (2014, 2015, 2016), I Was There (2015), Shoot Me Orlando (2016), La Città Invisibile (2016). His work has been published in several books and his prints and evocative images were selected by Peter Weiermair for his prestigious book Faces, contemporary portraits. Vassallo is a multi-talented artist who keeps reinventing himself in numerous fields including fashion and design. He's the founder and art director of The White Box Studio. Among his clients: Foscarini Spa, Boffi Spa, Santandrew Spa, De Padova, Alpi Spa, De Castelli, Galleria Arte Moderna Milano. Numerous prestigious international magazines and publications have featured his photos.

About Safilo Group

Safilo Group is the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, leader in the premium sector for sunglasses, optical frames and sports eyewear. Design inspired and brand driven, Safilo translates extraordinary design into excellent products created thanks to superior craftsmanship expertise dating back to 1878. With an extensive wholly owned global distribution network in 39 countries – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China – Safilo is committed to quality distribution of its products all around the world. Safilo's portfolio encompasses Carrera, Polaroid, Smith, Safilo, Oxydo, Dior, Dior Homme, Fendi, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Céline, Elie Saab, Fossil, Givenchy, havaianas, Jack Spade, Jimmy Choo, Juicy Couture, kate spade new york, Liz Claiborne, Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2016 Safilo recorded net revenues for Euro 1,252 million.

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