



1 : Bosnian Soldier, 1994 © Oliviero Toscani
 2 : Children and Potties, 1990 © Oliviero Toscani
 3 : Priest and Nun, 1991 © Oliviero Toscani
 4 : HEARTS, March 1996 © Oliviero Toscani

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Benetton

The reason why I was asked by Benetton to do this project was because I was already a very well known photographer. I have in the past done all the images for Esprit Worldwide, Fiorucci, editorial for Uomo Vogue and many more. All the work I do, I do it alone. I do not work with advertisement agencies. I am a multi-tasker. I am my own creative director; my own art director; my own photographer; and my own concept thinker. I work in similar working style to the Renaissance time period, where Michelangelo and Leonardo Da Vinci worked for the church. That is the reason why my work is different than anybody else. I do what represents who I am, what I feel and what I believe in.

Benettonのプロジェクトを手がけたきっかけは、すでに私は有名なフォトグラファーだったからです。過去に、Esprit Worldwide やFiorucciのキャンペーン・イメージ、Uomo Vogueのエディトリアルなどを全て手がけていました。広告代理店とは付き合い合わず、クリエイティブ・ディレクターやフォトグラファー、コンセプト・シンカーなど、さまざまな役割を担いながら、全てひとりで作品を制作しています。ルネサンス期のMichelangeloやLeonardo Da Vinciのように、誰にも邪魔されず、自分のスタイルを貫くことで自分が信じる作品を制作することができるのです。

comment by O.Toscani

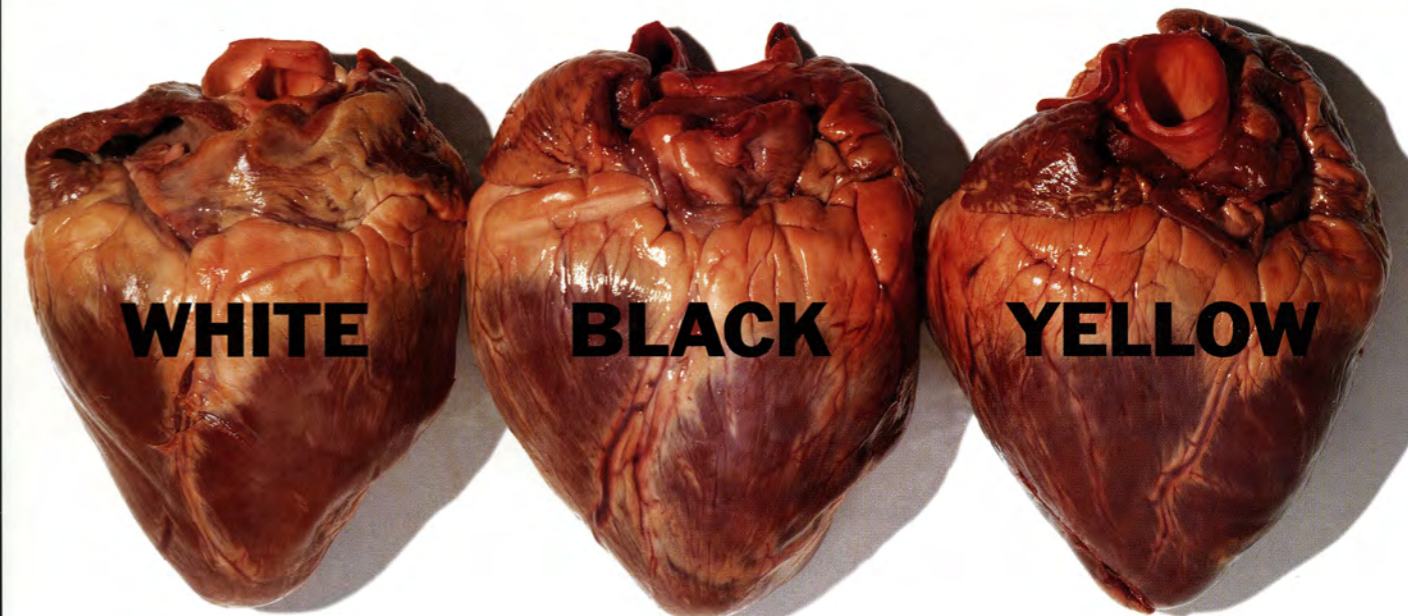


Oliviero Toscani

Oliviero Toscani was born in Milan, Italy in 1942. Studied photography and Design at the University of the Arts in Zurich from 1962 through 1965. Internationally renowned as the creative force behind some of the world's successful brands, creating through the corporate images and advertising campaigns for companies for Esprit, Chanel and many more. Also, one of the founding professors of the Academy of Architecture of Mendrisio, Switzerland. With far more talents to name, Toscani has established his foundation on his own and has received numerous awards.

1942年、イタリア・ミラノ生まれ。1962年から65年に、University of the Arts in Zurichにて写真とデザインを修学。国際的に有名なEspritやChanelなど、さまざまなブランドのコーポレート・イメージや広告キャンペーンを手がけている。また、数々の賞を受賞したToscaniはスイスにあるAcademy of Architecture of Mendrisioの創設時の教授のひとりであり、彼自身の財団も設立している。

www.toscani.com



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