



## PRESS RELEASE

### PIRELLI: 2015 CALENDAR BY STEVEN MEISEL UNVEILED IN MILAN

*Milan, 18 November 2014* – The 2015 Pirelli Calendar was presented today to the press, guests and collectors from around the world at Pirelli HangarBicocca, the Pirelli contemporary art space in Milan. Milan was chosen as the venue with the aim of showing an iconic object with the “Made in Italy” label in the city that in 2015 is to be the flagship of Italy in the world when it hosts the Expo Milano 2015 international exhibition.

The creator of the forty-second edition of *The Cal™*, Steven Meisel is one of the world’s most successful fashion photographers, and is known for his eclectic but also reserved personality. In an intense five-day shoot last May in a New York studio, Steven Meisel brought the absolute centrality of women back to the Pirelli Calendar in its most classic format. 12 months in 12 shots (plus the cover).

In his photographs, Meisel brings us some of the key aesthetic models of our time – advertising icons, stars of the silver screen, the explicit rebelliousness of fashion – once again demonstrating his great skill in transforming the subjects of his own images. The photographer was assisted in this work of transformation by the styling team led by Carine Roitfeld – the former editor of *Vogue France* and long at the forefront of the fashion system – and by Pat McGrath, one of the world’s most famous make-up artists.

With his astonishing creative talent and ability to interpret fashion trends, Meisel has captured some of the most representative icons of today’s society in his highly colourful images: “In my opinion”, says Meisel, “these are the key aesthetic models of today’s world. They represent the stereotypes that the fashion and star system impose upon us right now. I didn’t want to make a conceptual calendar, or link it to some particular location, but rather to create 12 posters in which women, in all their sensuality, are the absolute protagonists of 12 very different images. Since I wanted to limit the use of clothes and accessories and since I had absolute creative freedom, I found it very exciting to play with the colours, the makeup, and the materials. It was a very rewarding experience.”

This year's Calendar year is titled *Calendar Girls 2015*, and the 12 girls in question are top and emerging models: the Americans Gigi Hadid, Candice Huffine, Carolyn Murphy (who all appeared in the 1999 Calendar by Herb Ritts) and Cameron Russell, the Brazilians Isabeli Fontana (who was in the Pirelli Calendars by Bruce Weber in 2003, by Patrick Demarchelier in 2005, by Peter Beard in 2009, by Karl Lagerfeld in 2011, by Mario Sorrenti in 2012, and by Steve McCurry in 2013), Adriana Lima (who was in the 2005 Pirelli Calendar by Patrick Demarchelier and in 2013 by Steve McCurry) and Raquel Zimmermann. Then there is Karen Elson from England (photographed in 2006 by Mert and Marcus), the Puerto Rican Joan Small (in the 2012 Pirelli Calendar by Mario Sorrenti), the Russians Natalia Vodianova (also in the 2003 Pirelli Calendar by Bruce Weber, in 2004 by Nick Knight and in 2006 by Mert and Marcus) and Sasha Luss, as well as Anna Ewers from Germany.

The launch of the 2015 Calendar comes just a few days before the opening of the *Forma e Desiderio – The Cal™ Collezione Pirelli* exhibition, which will be held at the Palazzo Reale in Milan from 21 November to 19 February 2015. Promoted by the City of Milan-Culture under the patronage of Expo Milano 2015, and organised and produced by the Palazzo Reale and GAmM Giunti, the exhibition has been made possible thanks to the fundamental contribution of Pirelli, which has opened up its fifty-year archive of *The Cal™* for the display.

Published for the first time in 1964, the 2015 edition by Steven Meisel brings the total number of Pirelli calendars so far to 42, by 33 different photographers. Of these, 9 have produced two editions: Harri Peccinotti (1968 and 1969), Brian Duffy (1965 and 1973), Francis Giacobetti (1970 and 1971), Clive Arrowsmith (1991 and 1992), Herb Ritts (1994 and 1999), Richard Avedon (1995 and 1997), Peter Lindbergh (1996 and 2002), Bruce Weber (1998 and 2003), Patrick Demarchelier (2005 and 2008). Four women have put their name to a Pirelli Calendar: Sarah Moon from France (1972), the Americans Joyce Tennyson (1989) and Annie Leibovitz (2000), and Inez (2007, with the Inez and Vinoodh duo).

In terms of locations, 17 have been made in Europe (6 in the UK, 6 in France, 3 in Spain, 2 in Italy); 11 in the United States, 4 in the Caribbean, 5 in Africa, 3 in Brazil and 1 in China. 26 editions have been in colour, 9 in black and white (1990, 1996, 1998, 1999, 2000, 2005, 2007, 2011, 2012) and 6 in both (1997, 2001, 2002, 2003, 2006, 2009).

"THE CAL"  
**PIRELLI**  
*Calendar Girls*  
**2015**

*Photographed by*  
**STEVEN MEISEL**

*Stylist* CARINE ROITFELD *Make-up* PAT MCGRATH *Hair* GUIDO *Set Designer* MARY HOWARD  
*Art Director* JASON DUZANSKY *Director of Photography* STAS KOMAROVSKI *Producer* RUK RICHARDS

**ADRIANA LIMA**  
*Miss January*

**NATALIA VODIANOVA**  
*Miss February*

**JOAN SMALLS**  
*Miss March*

**CANDICE HUFFINE**  
*Miss April*

**CAROLYN MURPHY**  
*Miss May*

**ANNA EWERS**  
*Miss June*

**CAMERON RUSSELL**  
*Miss July*

**SASHA LUSS**  
*Miss August*

**KAREN ELSON**  
*Miss September*

**ISABELI FONTANA**  
*Miss October*

**GIGI HADID**  
*Miss November*

**RAQUEL ZIMMERMANN**  
*Miss December*

## “AT WORK ON THE PIRELLI CALENDAR WITH STEVEN MEISEL”

*by Jimmy Moffat*

No photographer in the world would not want to make the Pirelli Calendar. There is fierce rivalry to secure the job and only the finest creators of images are selected. What makes it so coveted? A long history and tradition, built up by the vision of the greatest artists, creative freedom and an adequate budget, along with the underlying theme of sensuality and provocation, make the Pirelli Calendar the ultimate dream job.

When Steven Meisel was contacted to shoot the 2015 Pirelli Calendar, he was asked what his ‘concept’ was. Pirelli naturally has a series of requirements in terms of communication and, since the Calendar is extremely exclusive and highly prestigious, it needs to know the artist’s point of view. At the same time, one essential aspect of the project is that the photographer must have absolute freedom to bring about his or her own creative idea.

So how did Steven reply? With total creative freedom and all the support he needed, where would he take his inspiration from? In a sense, the answer is obvious. What has always inspired Steven throughout his amazing career is, quite simply, the portrait of a model, be it a woman or a man. Steven is famous for his unique ability to discover beauty, often in places where no one would think of looking, or would be able to see it and, with all the means at its disposal – hairstyling, makeup, clothes, lighting and so on – managing to transform a model into a personality, a trend-setter or a star.

Steven thus chose twelve women who were able to inspire him to create twelve iconic images, each of which focuses on the woman herself. There was no particular reason behind the choice of the twelve models, other than the fact that, at that time, and bearing in mind the differences between them, they were the women he felt were right for the Pirelli Calendar. He felt he would be able to portray them, creating powerful images that would be memorable and unique. Steven is always in full control of his own vision and of the elements that compose it and, perhaps better than anyone else in the field of image creation, he knows how much a particular make-up or styling can help create a look. However, even though he is indeed the project director, he also has a real sense of teamwork. And then the most exciting aspect of the Pirelli Calendar, which is at the heart of the creative freedom it offers, is that the images do not portray either products or brands.

In giving concrete form to Steven’s vision in the 2015 edition of the Pirelli Calendar, a fundamental part was played not only by the work of Pat McGrath and Guido Palau, but also by the inspiration that Carine Roitfeld managed to bring into the project. Carine was able to use the elements of fashion just as she wished, helping bring about Steven’s vision and thus the creation of each iconic image. In each picture, the focus was reduced to a minimum in order to concentrate on the model and to convey her beauty, thus making the elements she chose absolutely fundamental. The underlying theme chosen by Carine and Steven was the use of latex – glossy, sensual and bold – as a sort of visual punctuation mark between one image and the next. So, in the end, what was Steven’s ‘concept’? Quite simply: 12 fabulous women, portrayed and transformed by Steven Meisel’s lens into 12 unforgettable beauties, 12 iconic portraits that, together, make up the 2015 Pirelli Calendar.

*Jimmy Moffat is one of the three founding partners and current managing director of Art + Commerce, a talent agency that represents and supports some of the most famous fashion photographers, stylists and makeup artists in the industry. Established in New York in the early 1980s, over the years the agency has worked with photographers as Annie Leibovitz and Patrick Demarchelier, former creators of the Pirelli Calendar, and has long represented Steven Meisel, among others. Moffat loves discovering new talent in the world of photography and he is a member of the School of Visual Arts in New York.*

## “AT WORK ON THE PIRELLI CALENDAR WITH STEVEN MEISEL”

*by Carine Roitfeld*

This calendar was a first for Steven and me. For both of us, it was an amazing experience – if you're in the fashion industry, working for the Pirelli Calendar is something you dream may one day happen to you. And this is true not only for the models, who dream of being photographed for it at least once in their career, but also for photographers, stylists, makeup artists, and hairstylists. So, all together, we brought positive energy to our work.

Steven is quite unlike any other photographer. He's one of a kind, I'd say. And highly concentrated. Meticulous. He comes so prepared for the shoots that he makes it all seem dead simple.

We started with an idea of a Calendar that would convey the idea of the months, just as classic calendars normally do. Then, with Steven's assistants, we decided to abandon the idea of the seasons and ended up taking the photos just for the pleasure of taking them. We tried to convey an idea of fashion in the pictures by focusing on details that would make the models look even sexier than their bodies alone could do. We would not be content just to show naked girls.

As a material, latex is a recurrent element in the shots: it's beautiful, it's versatile, and it has a sheen that makes it alluring. We used it to give the pictures a hint of fashion that would add to the beauty of the models and just a touch of humour too. Steven and I are certainly not without a sense of humour and I think that this comes across in the photos: that's why I'd say it's a sexy Calendar with an amusing touch of irony.

Steven chose some absolutely stunning women and made them truly beguiling. Personally, I've always loved shapely models, who often turn out to be more at ease with their bodies than normal ones. That's precisely why I like them. Beauty inhabits different worlds and different ideas of beauty.

And in any case all of them knew that Steven would be able to transform them, to make them stunningly beautiful, to portray their nudity with no trace of vulgarity. And they knew they were going to be part of a true icon – the Pirelli Calendar. They experienced the same excitement that I had when working on it. And for me that was extremely important. Working with a photographer who loves fashion – as I love it – was a true recognition of my role. A unique experience.

*Carine Roitfeld is the founder and director of CR Fashion Book and she is also the international fashion director of Harper's Bazaar. Before her appointment as editor of Vogue France, which lasted ten years, she began her career in fashion as a model, journalist and stylist for Elle Magazine, Glamour France, V Magazine and The Face. She is still a consultant for a number of fashion houses. Her book Irreverent was published by Rizzoli in 2011, she presented her documentary Mademoiselle C in 2013, and won the FGI Stella Honoree Media Award in the same year. She also won the Fashion Media Award in 2014 as Fashion Creative of the Year for her work on her self-published CR Fashion Book, which she herself described as a "hothouse of ideas". She launched it in September 2012 with the creative director, her friend Stephen Gan as a platform for discovering and promoting countless young talents: designers, photographers, and artists with unmatched skills.*

## 2015 PIRELLI CALENDAR: A BIOGRAPHY OF STEVEN MEISEL

Steven Meisel, the creator of the 2015 Pirelli Calendar, is one of the most important fashion photographers in the world. He studied at the High School of Art and Design and at the Parsons School of Design, from which he graduated in fashion illustration.

He taught and worked as an illustrator before taking up to photography. Meisel currently works for many fashion magazines and, for over two decades, he has created all the covers and the main editorial content for *Vogue Italia*.

Meisel has created campaigns for Prada, Miu Miu, Louis Vuitton, Versace, Valentino, Dolce & Gabbana, Balenciaga and Calvin Klein. He has also helped discover and promote the careers of many successful models, including the top models Linda Evangelista, Naomi Campbell, Christy Turlington, Kristen McMenamy, Amber Valletta, Coco Rocha, Liya Kebede, Karen Elson, Doutzen Kroes and Raquel Zimmerman.

As well as creating many of the most memorable fashion campaigns, Meisel's photos and his unique ability to create meaningful images has helped establish the identity of many brands. For three decades he has consistently shown that he is able to keep changing, challenging conventions and inventing an instantly recognisable style and image.



## 2015 PIRELLI CALENDAR: CALENDAR GIRLS

### **Karen Elson**

Karen Elson is a top model, musician, singer-songwriter and performer. Born in Manchester, she was discovered at sixteen by a talent scout in her native city. Soon after, aged eighteen, she was photographed by Steven Meisel for the cover of Vogue Italia. It was the beginning of a relationship that has led to a large number of covers and fashion features.

Among Karen's many appearances are those in British Vogue, W Magazine, and numerous international editions of Harper's Bazaar, Elle and Marie Claire. She has worked with great photographers: Richard Avedon, Irving Penn, Mario Testino, Bruce Weber, Annie Liebovitz, Craig McDean and David Sims.

Her best-known campaigns have been for the Yves Saint Laurent, Chanel, Armani, Tiffany, Versace, Prada, Clinique, Dior and Louis Vuitton brands. She has also trodden the catwalk for designers such as Marc Jacobs, Alexander McQueen, Chanel, Givenchy, Calvin Klein, Tom Ford, Jason Wu, Diane Von Furstenberg, Miu Miu, and Michael Kors.

Karen is highly regarded for her great versatility and naturalness in front of the camera. She has won the Model of the Year award and has been named British Model of the Year by the British Fashion Council. In 2011 she began a partnership with Nine West, designing a capsule collection, the 'Karen Elson for Nine West Vintage Collection America'. She appeared alongside Naomi Campbell and Kate Moss in the closing ceremony of the 2012 London Olympics. With Helen Mirren and Tracey Emin she was immortalised by Annie Liebovitz in the publicity campaign celebrating outstanding British women.

In February 2014 Karen became the ambassador for Save The Children UK. She and filmmaker Liz Goldwyn have set up a philanthropic venture together. In January 2014 it created a charity event organised in collaboration with Vogue.

Karen currently lives in Nashville, Tennessee.

### **Anna Ewers**

Anna Ewers was born and raised in Freiburg, Germany. At the age of 19 she was discovered by a talent scout and immediately moved to New York. She was an instant success.

She has been photographed by such iconic artists as Steven Meisel, Steven Klein, Mert Alas & Marcus Piggott, Glen Luchford, Karim Sadli, Craig McDean, Patrick Demarchelier, Willy Vanderperre, and Mikael Jansson. She has appeared on the covers of Vogue Italia, W Magazine, Vogue Paris, iD, and Vogue. Also in great demand among the most famous designers, Anna has fronted publicity campaigns for Prada, Alexander Wang, Versace and Balenciaga. She has modelled for Miu Miu, Ralph Lauren, Calvin Klein, Chanel, Dior, Valentino, Versace, Jil Sander, Balmain, Prada, Isabel Marant, Alexander Wang, Marc Jacobs, Anna Sui, Donna Karan and Proenza Schouler.

Steven Meisel photographed Anna for the September 2014 cover of Vogue Italia, as well as for Prada's spring 2014 and Prada Resort 2014 campaigns.

## **Isabeli Fontana**

Isabeli Fontana was born in Curitiba, a city in the south of Brazil. She was noticed by a talent scout as a young teenager when she took part in a competition for models. Within a very short time her unique and surprising beauty saw her become a top name in the fashion world. Fame has not changed Isabeli's nature. She is someone with her feet on the ground who remains strongly attached to her family and her country.

She has appeared in nearly all the main international fashion magazines. She has been the face of numerous advertising campaigns, including those of Balenciaga, Louis Vuitton, L'Oreal, Chanel, Versace, Valentino, Hermes, Missoni, Moschino, Hussein Chalayan, Armani Jeans, Oscar de la Renta, Max Mara, Roberto Cavalli and Nicole Farhi. She works regularly with the most famous photographers: Steven Meisel, Mario Sorrenti, David Sims, Mario Testino, Mert Alas and Marcus Piggott, Inez Van Lamsweerde and Vinoodh Matadin, Mikael Jansson, Solve Sundsbo, Peter Lindbergh, Alasdair McLellan, and Patrick Demarchelier. She has posed for more than 50 issues of Vogue and eight times for the Pirelli Calendar, photographed by Bruce Weber, Patrick Demarchelier, Peter Beard, Karl Lagerfeld, Mario Sorrenti, Peter Lindbergh, and Steve McCurry.

## **Gigi Hadid**

Gigi Hadid was discovered by Paul Marciano when she was ten years old. She appeared in several advertising campaigns for Guess and Guess Kids before becoming the official face of the brand in 2012.

Born in Los Angeles, Gigi is a mixture of traits, with long blonde hair and blue-green eyes revealing her Palestinian heritage. She is the daughter of Dutch model Yolanda Foster and stepdaughter of Canadian musician and record producer David Foster.

In the space of a few years Gigi has had great success thanks to photographers Steven Meisel, Mario Sorrenti, Craig McDean, Sebastian Faena, and Ellen Von Unwerth.

She divides her time between New York and Los Angeles.

## **Candice Huffine**

Candice Huffine received the seal of approval as a model with her appearance in a V Magazine feature titled "Curves Ahead", by Solve Sundsbø. She was already enjoying a highly successful career when she posed in June 2011 for the cover of Vogue Italia, followed by a feature in September 2011, again by Steven Meisel.

Candice has worked with photographers such as Camille Akrans, Emma Summerton, Angelo Pennetta, Damon Baker, Carine Roitfeld, Karl Lagerfeld and Ward Ivan Rafik. She has appeared on the covers of iD, S Moda, Vogue Germany and Harper's Bazaar.

More recently she was chosen by Steven Meisel to appear in Vogue Italia with 49 of the world's most celebrated models for the issue devoted to the magazine's 50th birthday. With a growing number of admirers, Candice continues to work all over the world with well known brands like Maidenform, Marina Rinaldi, Lane Bryant, Marks & Spencer, Macy's, Bloomingdales, Nordstrom, and Torrid.

Originally from Annapolis, Maryland, Candice considers New York her home.

## **Adriana Lima**

Adriana Lima comes from Salvador, Bahia, Brazil. She moved to New York to start a modelling career after winning a competition in her native country in 1996. Since then she has worked with some of the top names in the sector.

She is often associated with Victoria's Secret and is in fact an 'angel' of the lingerie brand, but she works with numerous brands. She has also worked for designers such as Givenchy, Christian Dior, Louis Vuitton, Marc Jacobs, Maybelline, Donna Karan, and Valentino. Photographers Adriana has worked with include Steven Meisel, Inez Van Lamsweerde & Vinoodh Matadin, Steven Klein, Mario Testino and Mert & Marcus. She has posed for Vogue, Harper's Bazaar and many other fashion magazines.

Adriana is also very active in the volunteer sector. She works with the Clinton Global Initiative, which aims to create and implement innovative solutions to the world's most urgent problems. In spite of her considerable success as a model, Adriana's most satisfying role is that of mother.

## **Sasha Luss**

Sasha Luss was born in Russia. At sixteen she modelled for the first time for Alena Akhmadullina during Moscow Fashion Week spring/summer 2008. In Europe and New York she modelled for designers including DKNY and Antonio Marras. After returning to Russia to complete her studies, in 2011 she caught the eye of Karl Lagerfeld, who was so struck by her that he decided to rely on her ethereal looks for his 2013 season. The following year she was contacted by Dior to model exclusively for the French brand in the 2013 spring/summer campaign. She has worked for some of the most prestigious brands in the world, including Prada, Valentino, Calvin Klein, Louis Vuitton and Givenchy. Sasha has been selected by models.com as one of the best emerging models. She has been chosen for the advertising campaigns of Carolina Herrera, Max Mara, Valentino and Tommy Hilfiger. In 2013 she received the Model of the Year award from Glamour Russia.

## **Carolyn Murphy**

Carolyn Murphy was born in Panama City, Florida. Her mother entered her in a competition and it was there that a talent scout discovered her at the age of 17. She was disinclined to follow a modelling career and chose to go back to Virginia to continue her studies in art history and American literature. For the sole purpose of paying her college fees she began modelling and posing for well-known artists, who held her in high regard right from the start. In 1995, at the age of 22, she signed a contract with Prada which made her very famous. The first covers started coming, and the first big successes with photographers of the calibre of Mario Testino, Steven Meisel, Helmut Newton, Michael Thompson, Irving Penn, and Patrick Demarchelier. In the ensuing years she posed for Versace, Blumarine, DKNY, Lagerfeld, Gucci, Dolce & Gabbana, Celine, Max Mara, Calvin Klein, CK, Fendi, Ralph Lauren, Jantzen, Anne Klein, Banana Republic, 7 Jeans, Roberto Cavalli, Iceberg, Versace, and Gap.

She was named Model of the Year in the 1998 Vogue Fashion Awards, and Newsweek magazine listed her among its Top Ten models with the title "The Professional".

In 1999 Carolyn married and took a break from the runway.

Subsequently she appeared on the covers of Vogue, W, Harper's Bazaar, Elle, Glamour, Allure, Marie Claire and Sports Illustrated. In 2003 she was named Mother of the Year. In her free time she works as a volunteer.

## **Joan Smalls**

Born in Hatillo, Puerto Rico, Joan Smalls is a standard-setter for the new generation of models. Since 2011 she has posed for an enormous number of print and television advertising campaigns.

As the face of Estée Lauder she was the first Caribbean woman signed in the history of the brand. She has been awarded the title Model of the Year, and is at the top of the list on models.com in a virtual classification of successful top models. Joan Smalls maintains she was never "discovered". Instead she says she aspired to goals which she pursued and eventually achieved, beginning with the local contests in Puerto Rico and doing the rounds of many agencies in New York and Los Angeles to which she submitted her portfolio. But the successes came: the creative director at Givenchy, Riccardo Tisci, wanted her to work exclusively for their Haute Couture, and Mario Testino photographed her for Vogue. Innumerable photo features and treading the runways for the best-known brands followed.

## **Cameron Russell**

Cameron Russell was born in Boston and grew up in Massachusetts.

She has worked as a model for the last ten years and has appeared on the covers and in features in numerous international publications. Magazines like Vogue, Harper's Bazaar and Elle. She has been immortalised by many of the most influential photographers in the world of fashion, including Steven Meisel, Mario Testino, Inez Van Lamsweerde & Vinoodh Matadin, David Sims and Mario Sorrenti.

Her advertising campaigns include such brands as Prada, Calvin Klein, Ralph Lauren, Givenchy, Louis Vuitton, Victoria's Secret, Versace, Diane Von Furstenberg, Alexander Wang, as well as Chanel, H&M and others.

In 2012 Cameron graduated from Columbia University with honours in Political Science and Economics. Her training allows her to take an active interest in subjects going beyond catwalks and fashion. In October 2012 she gave a presentation with the title "Looks aren't everything. Believe me, I'm a model", one of the most-watched TED talks of all time, viewed more than 6.8 million times. She has also produced video content on themes ranging from climate change to race and gender equality, totalling over 800,000 views in a week on her social networks. Cameron is convinced that artists are powerful agents for political and economic change. She currently lives in New York.

## **Natalia Vodianova**

Natalia is a Russian top model and actress. An artists' and photographers' muse, she is such an emblem of modern woman that Vanity Fair has called her the top model of the century.

Natalia is the ambassador of the L'Oreal Paris brand. She has posed for the covers of the world's most famous fashion magazines, and has been immortalised by such iconic photographers as Steven Meisel, Mario Testino, Peter Lindbergh, Patrick Demarchelier, Bruce Weber, Annie Leibovitz, Paolo Roversi, Steven Klein, Mario Sorrenti and the late Irving Penn. She has walked down the runway for Stella McCartney, Louis Vuitton, Marc Jacobs, Givenchy, Versace, Diane Von Furstenberg, and Gucci. More recently she has appeared as the face of Guerlain cosmetics.

Natalia has received a number of awards, including Glamour magazine's Woman of the Year title.

## **Raquel Zimmermann**

Brazilian model Raquel Zimmermann has distinguished herself in the fashion world for her professionalism as well as for her beauty. A true muse for famous designers, editors and photographers.

Blonde, blue-eyed, almost 1.80 metres tall, she attracted the attention of the sector immediately on her arrival from the town of Bom Retiro De Sul in southern Brazil.

She has appeared as the face of numerous brands including Gucci, Calvin Klein CK, Fendi, Hermes, Balenciaga, Dolce & Gabbana, Versace, Yves Saint Laurent and Max Mara.

Raquel has posed for Vogue, Harper's Bazaar, V Magazine, Pop and W Magazine, and has attracted such famous photographers as Steven Meisel, David Sims, Mert Alas e Marcus Piggott, Craig McDean, Inez Van Lamsweerde & Vinoodh Matadin, and Steven Klein, to name just a few.

In 2007 she appeared on the cover of Vogue America, photographed by Steven Meisel.  
In spite of her fame, Raquel remains very attached to her birth family and her beloved Brazil..

## PIRELLI CALENDAR: PHOTOGRAPHERS, LOCATIONS AND MODELS

1964 Robert Freeman in Majorca, Spain  
Jane Lumb, Sonny Freeman Drane, Marisa Forsyth

1965 Brian Duffy in Monaco and on the French Riviera, South of France  
Pauline Dukes, Annabella, Virginia, Pauline Stone, Jeannette Harding

1966 Peter Knapp in Al Hoceima, Morocco  
Shirley Ann, Sue

1967 not published

1968 Harri Peccinotti on Djerba, Tunisia  
Ulla Randall, Elisa Ngai, Pat Booth, Jill La Tour

1969 Harri Peccinotti in Big Sur, California

1970 Francis Giacobetti on Paradise Island, Bahamas  
Alexandra Bastedo, Anak, Pegga, Paula Martine

1971 Francis Giacobetti in Jamaica, Greater Antilles  
Caileen Bell, Angela McDonald, Kate Howard, Christine Townson, Gail Allen

1972 Sarah Moon at Villa Les Tilleuls, Paris  
Suzanne Moncurr, Mick Lindburg, Boni Pfeifer, Inger Hammer, Magritt Rahn, Barbara Trenthan

1973 Brian Duffy in Londra, England  
Erica Creer, Sue Paul, Nicki Howorth, Kubi, Nicky Allen, Jane Lumb, Kate Howard, Vida, Penny Steel, Kari Ann, Elizabeth, Vicky Wilks

1974 Hans Feurer in the Seychelles, Africa  
Eva Nielson, Kim, Marana, Chichinou, Kathy Cochaux

1975 - 1983 not published

1984 Uwe Ommer in the Bahamas, Central America  
Angie Layne, Suzy-Ann Watkins, Jane Wood, Julie Martin

1985 Norman Parkinson in Edinburgh, Scotland  
Anna, Cecilia, Iman, Lena, Sherry

1986 Bert Stern in the Cotswolds, England  
Julia Boleno, Jane Harwood, Louise King, Deborah Leng, Suzy Yeo, Beth Toussaint, Gloria, Joni Flynn, Caroline Hallett, Samantha, Juliet, Clare Macnamara

1987 Terence Donovan in Bath, London  
Ione Brown, Colette Brown, Naomi Campbell, Gillian De Turville, Waris Dirie

1988 Barry Lategan in London, England  
Hugo Bregman, Briony Brind, Victoria Dyer, Nicola Keen, Kim Lonsdale, Sharon MacGorian, Naomi Sorkin, Carol Straker

1989 Joyce Tennyson at Polaroid Studios, New York  
Lisa Whiting, Nicky Nagel, Dannielle Scott, Brigitte Luzar, Gilda Meyer-Nichof, Kathryn Bishop, Susan Allcorn, Susan Waseen, Rosemarie Griego, Akura Wall, Gretchen Heichholz, Rebecca Glen

1990 Arthur Elgort in Seville, Spain  
Laure Bogeart, Laurie Bernhardt, Christina Cadiz, Anna Klevhag, Florence Poretti, Debrah Saron

1991 Clive Arrowsmith in France  
Alison Fitzpatrick, Lynne Koester, Monika Kassner, Paola Siero, Nancy Liu, Katherina Trug, Jackie Old Coyote, Tracy Hudson, Rachel Boss, Carole Jimenez, Saskia Van Der Waarde, Rina Lucarelli, Susie Hardie-Bick

1992 Clive Arrowsmith in Almeria, Spain  
Alison Fitzpatrick, Julienne Davis, Judi Taylor

1993 John Claridge in the Seychelles, Africa  
Christina Estrada, Barbara Moors, Claudie

1994 Herb Ritts on Paradise Island, Bahamas  
Karen Alexander, Helena Christensen, Cindy Crawford, Kate Moss

1995 Richard Avedon in New York, United States  
Nadja Auermann, Farrah Summerford, Naomi Campbell, Christy Turlington

1996 Peter Lindberg at El Mirage, California, United States  
Eva Herzigova, Nastassja Kinski, Kristen Mc Menamy, Navia, Carre Otis, Tatjana Patitz

1997 Richard Avedon in New York, United States  
Honor Fraser, Ling, Cordula, Sophie Patitz, Ines Sastre, Waris Dirie, Anna Klevhag, Monica Bellucci, Gisele, Kristina, Tatiana, Irina, Jenny Shimizu, Marie Sophie, Brandy, Julia Ortiz, Nikki Uberti

1998 Bruce Weber in Miami, United States  
Tanga Moreau, Stella Tenant, Milla Jovovich, Charolyn Murphy, Eva Herzigova, Patricia Arquette, Shalom Harlow, Kristy Hume, Elaine Irwin Mellencamp, Georgina Grenville, Kiara, Rachel Roberts, Daryl Hannah. Guests: Dermot Mulroney, Fred Ward, Ewan Mc Gregor, Dan O'Brien, BB King, Sonny Rollins, Bono, Paul Cadmus, Francesco Clemente, John Malkovich, Kelly Slater, Kris Kristofferson, Robert Mitchum.



1999 Herb Ritts in Los Angeles, United States

Chandra North, Sophie Dahl, Karen Elson, Michele Hicks, Carolyn Murphy, Shirley Mallmann, Laetitia Casta, Audrey Marnay, Elsa Benitez, Bridget Hall, Angela Lindvall, Alek Wek

2000 Annie Leibovitz in Rhinebeck, New York, United States

Lauren Grant, June Omura, Mireille Radwan-Dana, Laetitia Casta, Alek Wek, Julie Worden, Jacqui Agyepong, Marjorie Folkman

2001 Mario Testino in Naples, Italy

Gisele Bundchen, Aurelie Claudel, Karen Elson, Rhea Durham, Marianna Weickert, Fernanda Tavares, Angela Lindvall, Ana Claudia Michael, Liisa Winkler, Noemi Lenoir, Frankie Rayder, Carmen Kass

2002 Peter Lindbergh in Los Angeles, United States

Lauren Bush, Erika Christensen, Amy Smart, Bridget Moynahan, James King, Shannyn Sossamon, Selma Blair, Kiera Chaplin, Brittany Murphy, Monet Mazur, Rachel Leigh Cook, Mena Suvari, Julia Stiles

2003 Bruce Weber in Cilento and Paestum, Italy

Jessica Miller, Lisa Steiffert, Heidi Klum, Isabeli Fontana, Mariacarla Boscono, Natalia Vodianova, Karolina Kurkova, Sienna Miller, Alessandra Ambrosio, Rania Raslan, Bridget Hall, Sophie Dahl, Eva Riccobono, Yamila Diaz-Rahi, Filippa Hamilton, Valentina Stilla, Enrico Lo Verso, Alessandro Gassman, Tomasino Ganesh, Marcelo Boldrini, Jak Krauszer, Stephan Ferrara, Ajay Lamas

2004 Nick Knight a Londra, Inghilterra

Adina Fohlin, Amanda Moore, Jessica Miller, Natalia Vodianova, Karolina Kurkova, Mariacarla Boscono, Esther de Jong, Frankie Rayder, Liberty Ross, Dewi Driegen, Ai Tominaga, Pollyanna McIntosh, Alek Wek

2005 Patrick Demarchelier in Rio de Janeiro, Brazil

Adriana Lima, Julia Stegner, Michelle Buswell, Erin Wasson, Marija Vujovic, Fillipa Hamilton, Liliane Ferrarezi, Valentina, Diana Dondoe, Isabeli Fontana, Naomi Campbell

2006 Mert and Marcus at Cap d'Antibes, France

Jennifer Lopez, Gisele Bundchen, Guinevere Van Seenus, Kate Moss, Karen Elson, Natalia Vodianova

2007 Inez and Vinoodh in California

Sophia Loren, Penelope Cruz, Lou Doillon, Naomi Watts, Hilary Swank

2008 Patrick Demarchelier in Shanghai, China

Maggie Cheung, Agyness Deane, Lily Donaldson, Du Juan, Doutzen Kroes, Catherine McNeil, Mo Wan Dan, Sasha Pivovarova, Coco Rocha, Caroline Trentini, Gemma Ward

2009 Peter Beard at Abu Camp/Jack's Camp, Botswana

Daria Werbowy, Emanuela De Paula, Isabeli Fontana, Lara Stone, Rianne Ten Haken, Malgosia Bela, Mariacarla Boscono

2010 Terry Richardson in Bahia, Brazil

Daisy Lowe, Georgina Stojiljkovic, Rosie Huntington, Eniko Mihalik, Catherine McNeil, Ana Beatriz, Abbey Lee Kershaw, Marloes Horst, Lily Cole, Miranda Kerr, Gracie Carvalho

2011 Karl Lagerfeld in Paris, France

Bianca Balti, Eliza Sednaoui, Freja Beha Erichsen, Isabeli Fontana, Magdalena Frackowiak, Anja Rubik, Abbey Lee Kershaw, Lakshmi Menon, Heidi Mount, Erin Wasson, Natasha Poly, Lara Stone, Daria Werbowy, Iris Strubegger, Jeneil Williams, Baptiste Giabiconi, Sebastian Jondeau, Brad Kroenig, Garrett Negg, Jake Davis

2012 Mario Sorrenti at Murtoli, Corsica

Isabeli Fontana, Natasha Poly, Saskia De Brauw, Lara Stone, Joan Small, Guinevere Van Seenus, Malgosia Bela, Edita Vilkeviciute, Kate Moss, Milla Jovovich, Margareth Made, Rinko Kikuchi

2013 Steve McCurry in Rio de Janeiro, Brazil

Isabeli Fontana, Adriana Lima, Sonia Braga, Marisa Monte, Elisa Sednoui, Petra Nemcova, Hanna Ben Abdesslem, Liya Kebede, Karlie Kloss, Kyleigh Kuhn, Summer Rayne Oakes

2014 Celebrations for the 50th birthday of the Calendar in Milano

1986 Calendar by Helmut Newton, in Montecarlo and in Chianti

Antonia Dell'Atte, Susie Bick, Betty Prado

2015 Steven Meisel in New York, United States

Karen Elson, Anna Ewers, Isabeli Fontana, Gigi Hadid, Candice Huffine, Adriana Lima, Sasha Luss, Cameron Russell, Joan Smalls, Natalia Vodianova, Raquel Zimmerman

## 2015 PIRELLI CALENDAR: HANGARBICOCCA, VENUE FOR THE LAUNCH

HangarBicocca is a space dedicated to the production, exhibition and promotion of contemporary art, supported and managed by Pirelli.

Created in 2004 with the conversion of a huge industrial facility which belonged to the Ansaldo Breda company (involved in the construction of mechanical parts for trains), HangarBicocca hosts exhibitions distinguished by their focus on research and experimentation, a careful choice of themes able to resonate with a wide audience, and dimensions capable of relating to the unique characteristics of this former industrial space. A space where exhibitions by the most prestigious international contemporary artists sit alongside the monumental permanent installation *The Seven Heavenly Palaces* by Anselm Kiefer, one of the most widely studied and prolific artists of our time, who created it for HangarBicocca's first opening in 2004. The towers making up the installation vary in height from 14 to 18 metres and are made of reinforced concrete, using as construction elements the corner modules of containers used for the transport of goods

The HangarBicocca Foundation, of which Pirelli is founding member and promoter, was relaunched in April 2012 with a blueprint for reconstruction of the spaces and a total reassessment of its cultural project: today HangarBicocca with its 15,000 square metres is one of Europe's largest exhibition spaces for contemporary art and a cultural institution which has at the centre of its planning an unprecedented international program, free entry to all activities, an ongoing dialogue with the local area and a constant attention to the public that involves organising numerous activities dedicated to young people, schools and university students.

The exhibitions hosted in the past two years have seen works on loan from prestigious international museums including New York's MoMA, the Stedelijk Museum of Amsterdam, and the MACBA of Barcelona. In some cases these exhibits have been made possible thanks to profitable collaborations with other institutions such as TBA21 (Vienna), the Museo Serralves (Porto), and the Museo Nacional Centro de Arte Reina Sofia (Madrid). An artistic program including high-profile exhibitions (among them Yervant Gianikian and Angela Ricci Lucchi, Hans Peter Feldman, Wilfredo Prieto, Ilya and Emilia Kabakov, Carsten Nicolai, Tomas Saraceno, Apichatpong Weerasethakul, Mike Kelley, Ragnar Kjartansson, Dieter and Björn Roth, Micol Assaël, Cildo Meireles, João Maria Gusmão and Pedro Paiva) has seen HangarBicocca become a reference point for an international public.

Currently on show is the *Light Time Tales* exhibition devoted to the work of Joan Jonas, one of America's most acclaimed artists. It will be followed by the Céline Condorelli exhibition, opening on 10 December, a project conceived for the specific conditions at HangarBicocca. The program for 2015 – prepared as always by Artistic Director Vicente Todolí (previously director of London's Tate Modern from 2003 to 2010) with curator Andrea Lissoni (recently appointed Film and International Art Curator of the Tate Modern) – includes exhibitions by Juan Muñoz, Damián Ortega and Philippe Parreno.

A design workshop and an international laboratory, HangarBicocca mirrors Pirelli's fundamental values such as innovation, research, and excellence, put to work in a context where different skills and visions can be brought together.