

Shows

Bottega Veneta and Mona Kuhn

"The Art of Collaboration" is the new Cruise 2012 campaign

It doesn't matter whether it's fashion or photography. Come what may, the focus of **Bottega Veneta** is always on art. A taste of such passion is given by the new **Cruise 2012** ad campaign, shot on the roof of **New Museum** in **New York**, the cradle of contemporary art, by Brazilian photographer **Mona Kuhn**.

Born in **Sao Paulo**, but of German origin, Kuhn has become widely known all over the world for her extremely intimate and sensuous yet relaxed photographic nudes. That's why **Tomas Maier** picked her: "In this campaign I wanted to express a **sense of closeness** - said the designer - the kind of **intimacy** that is at the core of Mona's images. Her accurate approach to light and color and the **freshness** of her images perfectly adjust to the mood of the season. I am **very happy** with the images we have realized together."

Light, relaxed and urban, the **Cruise 2011/12** collection by **Bottega Veneta** focuses on soft or **bright contrasting** hues and on colorful and **shiny accessories**. A video illustrating the photo shooting will enhance starting from November the video series **The Art of Collaboration**, visible on the site bottegapaveneta.com, while the campaign will be launched in December.

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