

Mountain Fans.

Museomontagna collection of advertising fans

The exhibition draws on the precious collection of the Mountain Museum and allows the visitor to reconstruct the history and changes of these objects, influenced by taste and fashion. The collection was formed in the last decade with targeted acquisitions of advertising, promotional and tourist items from all over the world and of all types.

The promotional fan was born in Europe in the mid-nineteenth century as a medium for tourism promotion for hotels, spas and events. With the beginning of the XX century the fan became a tool to advertise a great variety of services and products: shoe manufacturers, grocers, dance halls and service companies such as funeral parlours.

Once of habitual use, today is sought after by collectors and museums

With the birth of the era of consumption and modern advertising, the fan has turned from luxury good to mass object, thanks to the evolution of production techniques and the use of poor materials such as wood, paper and cardboard.

The exhibition is opened by a painting depicting mount Monviso, symbol of Piedmontese mountains. The visitor can admire a selection of 40 Italian, Swiss, American, French and Spanish fans, some posters and postcards. Women are the protagonists in the iconography of mountain promotional fans.

Palazzo Lascaris

Carla Spagnuolo Gallery

7 February – 8 March 2019

Monday – Friday 9:00 – 17:00

Free entry

