



FONDAZIONE
Valentino Garavani e Giancarlo Giammetti

**Venus: The new citywide artistic project by PM23
supported by the Valentino Garavani and Giancarlo Giammetti Foundation
presenting Joana Vasconcelos's works in Rome**

The first installation of *Venus, I'll Be Your Mirror*, is unveiled today in **Piazza Mignanelli**, home to cultural hub **PM23**

Rome, 7 November — **PM23** is set to inaugurate a new cultural, educational, and collective project supported by the **Valentino Garavani and Giancarlo Giammetti Foundation**. The initiative weaves together **contemporary art, fashion, and social engagement**, with the aim of fostering beauty, meaning, and connection to the city of Rome.

Venus is the second endeavour to be presented within the dynamic activities space at **Piazza Mignanelli 23**, realised in collaboration with Portuguese artist **Joana Vasconcelos**. Drawing inspiration from the **creative legacy of Valentino**, Vasconcelos reinterprets its codes through collective works and site-specific installations, offering her own distinctive vision.

This morning in Piazza Mignanelli, in front of PM23 - the exhibition venue inaugurated last May by the Foundation - the first chapter of Venus was unveiled: *I'll Be Your Mirror*, a large-scale mirrored mask composed of 255 baroque bronze mouldings and 510 overlapping mirrors, inviting viewers to reflect on both **individual and shared identity**.

The artwork in Piazza Mignanelli marks the beginning of a **citywide artistic journey** that, in the coming weeks, will unfold across several locations in Rome — a process of urban regeneration made possible under the **Patronage of Roma Capitale** and in collaboration with **Rome's Municipio I**.

Through this initiative, the Valentino Garavani and Giancarlo Giammetti Foundation renews its commitment to promoting an **active form of philanthropy** - one that builds relationships and generates value through *culture*, encouraging the rediscovery of Rome through the lens of contemporary art in an experience that brings together creativity, inclusion, and a shared sense of beauty.

Today marks the initial step of a project that will soon be revealed in all its **forms and dimensions** - an invitation to encounter, dialogue, and participation.