



EMORY

MICHAEL C.
CARLOS
MUSEUM

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**CONSERVING THE MEMORY—
ALINARI PHOTOGRAPHS OF ROME AT THE CARLOS MUSEUM**

ATLANTA, GA (June 4, 2013)— From October 5, 2013 through February 2, 2014, the Michael C. Carlos Museum will present *Conserving the Memory: The Fratelli Alinari Photographs of Rome*. Drawn from the Museum's permanent collection, the exhibition highlights the innovative photography firm founded by the Alinari brothers, and their dedication to preserving the artistic heritage of the Eternal City.

This exhibition features photographs of nineteenth- and twentieth-century Rome from the famous Fratelli Alinari Photography Firm. Brothers Leopoldo, Guiseppe, and Romualdo successfully captured the essence of Rome, immortalizing the artistic legacy of Italy. The photographs document Rome's most treasured works of art and architecture, from the magnificent façade and bustling square of St. Peter's Basilica, to the the tranquil gardens of the Villa Medici, and the famed Apollo Belvedere in the Vatican Museum.

Leopoldo Alinari trained in Florence as an engraver, but became captivated by the documentary capability of photography. In 1854, he established the Fratelli Alinari Photography Firm, known simply as "Ditta," or "The Firm." It soon became a family business, employing Leopoldo's brothers Guiseppe and Romualdo. The Firm's formation coincided with the early years of the unification of Italy, a time of intense national pride and patriotism. The Alinari portrayed this sense of nationalism as they travelled the country, capturing in image Italy's most treasured edifices, monuments, and works of art.

The Alinari photographs were distinctly marked by their descriptive clarity, which allowed for the historical preservation of the works that they photographed. Well-known art critic Ernest Lacan remarked of his friends the Alinari brothers, "the Alinari are not content to present the monuments of their country; they have devoted themselves to 'conserving' the memory for the future of the masterpieces ... that time gradually destroys."

While pictorial preservation was key their approach also provided *souvenirs d'Italie* for Grand Tourists, both actual and armchair, and models for students of art worldwide. Though the Alinari sought to provide distant viewers "truth without interpretation," many of their photographs are, like the objects they captured, impressive works of art.

The Firm achieved international renown during the brothers' lifetimes and remained a family business until 1920, when ownership was ceded to shareholders. It exists today as a museum, publishing house, and massive photography archive, housing among other things the world's oldest and largest photography collection of Italy.

Special thanks to William Knight Zewadski, who made gifts of these photographs, along with many other wonderful objects, to the Michael C. Carlos Museum.

About the Michael C. Carlos Museum

The Michael C. Carlos Museum of Emory University collects, preserves, exhibits, and interprets art and artifacts from antiquity to the present in order to provide unique opportunities for education and enrichment in the community, and to promote interdisciplinary teaching and research at Emory University. The Carlos Museum is one of the Southeast's premier museums with collections of art from Greece, Rome, Egypt, Near East, Nubia, the Americas, Africa, and Asia, as well as a collection of works on paper from the Renaissance to the present. For location and admission information, visit carlos.emory.edu/visit/hours-admission.

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