

Beat: Arts

## **PIER59 STUDIOS JUST CELEBRATED 20 YEARS OF CREATIVITY IN PHOTO ART AND BEAUTY**

**FOUNDED IN 1995 BY FEDERICO PIGNATELLI**

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**USPA NEWS** - Pier59 Studios, New York City's hub for high-profile fashion, advertising, photo - film production celebrated its 20th Anniversary with a star-studded event on Tuesday, October 27, 2015. The event was co-hosted by Fern Mallis, creator of New York Fashion Week...

Pier59 Studios, New York City's hub for high-profile fashion, advertising, photo - film production celebrated its 20th Anniversary with a star-studded event on Tuesday, October 27, 2015. The event was co-hosted by Fern Mallis, creator of New York Fashion Week and internationally acclaimed photographer Russell James.

At the climax of the evening, Federico Pignatelli della Leonessa staged a beautiful white Arabic stallion with a fully nude model perched atop, superbly holding a large white falcon, an homage to beauty and nature as symbolized in Pignatelli's new book *The Great Beauty*.

In addition to celebrating Pier59 Studios' 20th anniversary, Federico Pignatelli also previewed the film video of the *The Great Beauty*, that he directed, and a video backstage of a realization of the film and the book directed by Patrick De Warren. A unique publishing product, *The Great Beauty*, is the first book to use images taken in a traditional way, (Hasselblad digital camera) and extracted from the 6K RED Dragon a high-resolution video camera.

Guests also had the opportunity to make donations, by buying 200 copies at a starting price of \$200 *The Great Beauty* in advance of its worldwide distribution in Spring 2016, dedicated and signed by the author.

The International Rescue Committee (IRC), is an organization which is currently on the front lines providing relief for the Syrian, Middle East and North African wars and refugee crisis.

Prince Federico Pignatelli Della Leonessa, CEO of Art and Fashion Group and Pier59 Studios said 'Reflecting back on the past 20 years fills me with tremendous pride. I have been blessed with so many great experiences and have had the honor of sharing these moments with so many incredible people that have touched my life. Pier59 Studios started as a passion project and has manifested truly into an iconic space for creativity in all realization for fashion and advertising in over 50,000 photoshoots. I am thrilled that so many friends and people that are passionate about Pier59 Studios joined me in celebrating its 20th Anniversary, as well as the launch of my new book, *The Great Beauty*.'

Founded in 1995 by Federico Pignatelli and his Art and Fashion Group Corporation, Pier59 Studios is a 100,000 square-foot premier photography and multimedia studio located at Chelsea Piers in New York City. Pier59 Studios features ten column-free studio spaces, including a 5,500 square-foot sound stage constructed for live performances, special events, video and commercial projects. Nine studios are naturally lit and contain retractable walls.

Source : Pier59 Studios

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