

## DENTRO LA STRADA NOVISSIMA

20 facades designed by 20 architects including Frank O. Gehry, Rem Koolhaas, Hans Hollein, Franco Purini, Arata Isozaki, Robert Venturi, Oswald Mathias Ungers draw the *Strada Novissima*, the exhibition curated by Paolo Portoghesi at the first Biennale of Architecture in 1980

Today at MAXXI, a focus dedicated to that exhibition is an opportunity to reflect on a crucial moment in the history of twentieth century architecture

**07 December 2018 - 29 September 2019**

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Rome, 6 December 2018. The First International Architecture Exhibition of the Venice Biennale curated by Paolo Portoghesi opened on 27 July 1980, and was entitled *La Presenza del Passato* [The Presence of the Past]. During this Biennale, Paolo Portoghesi proposed the exhibition **La Strada Novissima**, that involved **20 international architects** who created **20 life-size facades** to activate a reflection on the theme of the road and create a concrete image of a different way of thinking about architecture.

Today the MAXXI, after almost forty years, returns to reflect on this theme with the great exhibition *The Street. Where the world is made*, and the same **Portoghesi curates DENTRO LA STRADA NOVISSIMA** an **in-depth focus** on this crucial moment in the history of twentieth century architecture, which started the international discussion on postmodernism. The Focus will be held at the *Architecture Archive Centre* from **7 December 2018 to 28 April 2019**.

As a whole, *La Strada Novissima* proposed a real 70-metre path and 10 life-size facades per side designed by **Ricardo Bofill, Costantino Dardi, Frank O. Gehry, Michael Graves, GRAU, Allan Greenberg, Hans Hollein, Arata Isozaki, Josef Paul Kleihues, Rem Koolhaas, Léon Krier, Charles W. Moore, Paolo Portoghesi with Francesco Cellini and Claudio D'Amato, Franco Purini and Laura Thermes, Massimo Scolari, Thomas Gordon Smith, Robert A. M. Stern, Stanley Tigerman, Oswald Mathias Ungers, and Robert Venturi-Denis Scott Brown-John Rauch**

Each facade, 9 meters high and 7 metres wide, was an expression of the artist's style and research, and all together, in their diversity, composed an urban path to cross, expression of a plurality of voices, a plurality of readings, and ways of appropriating of the past.

The *Strada Novissima* proposed a return to the idea of the street, appealing to the communicative power of architecture and at the same time giving it back an ironic dimension. An iconic image of the *Post Modern* in architecture, in *Strada Novissima* ferments, visions, and research until then hardly decipherable but certainly no longer negligible on the world's architecture scene are condensed.

The exhibition had its first replica in Paris, in the former Salpetriere Hospital, in 1981, and the second in San Francisco in the port Arsenal, in 1983, thus deserving to be defined "*The Street that crossed the Ocean*".

Among **archive documents, photographs, project drawings** and **direct testimonies**, the focus **DENTRO LA STRADA NOVISSIMA** offers a physical as well as a historical journey that allows you to find yourself inside the 1980 exhibition: an operation aimed at reconsidering those ferments and visions. Accompanied once again by the guide of Paolo Portoghesi, we reconstruct a historical itinerary among the documents that tell, in stages, the definition of one of the most extraordinary experiences of Italian architecture of the twentieth century and a physical journey within the projects that actually designed the *Strada Novissima*.

**The press kit and images of the exhibition** can be downloaded from the Reserved Area of the Fondazione MAXXI's website at <http://www.maxxi.art/en/area-stampa/> by typing in the password **areariservatamaxxi**

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