

Aestetica 2009: lightness in the air.

Di Stefania D'Alessandro

Credits:

photos Autuori & Carletti

concept, make-up & hair Stefania D'Alessandro

model Martina Verdenelli

Thirteenth year for the exhibition in Naples and third year for me of creative cooperation for visual communication.

As for the two previous editions, together with the photography studio Autori & Carletti we made an image full of energy and communicative strength.

For the next edition our inspiring elements will be air and the colours violet, pink, purple and blue. Our challenge is to make an impalpable element like air visible. The solution: a play of feathers, wind and light. I've worked on it wholeheartedly: from the conception of the image to the choice of the model, the wonderful Martina Verdenelli, to the making of the shots, choosing lights and effects together with the photographers.

Then we got on to the long work of post-production and photo-composition that took more than a hundred hours... for example some of the feathers of the picture were shot separately and then inserted in the master image, recreating shadows, transparencies and reflections.