

Beat: Arts

## **WORLD RENOWNED PIER59 STUDIOS CELEBRATES 20 YEARS CREATIVITY PHOTO ART & BEAUTY**

### **PREVIEW OF NEW VIDEO-FILM & BOOK**

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**USPA NEWS** - Federico Pignatelli della Leonessa, the President of PIER59 STUDIOS and Founder of Art and Fashion Group, recently celebrated the 20th Anniversary of PIER59 STUDIOS with a glamorous Event where 1,500 people from the Fashion and Advertising community participated to preview his Film-Video and Book...

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The publication, which launches worldwide in spring 2016 distributed by the publisher teNeues, showcases original photography that reveals the elegant, inciting, and enigmatic beauty of women. The Great Beauty is the first book of its kind to use images taken with a traditional still camera (Hasselblad digital camera) and with stills extracted from a high resolution video-camera, the RED 6K DRAGON.

The Video-Film was produced and directed by Pignatelli as the Book was shot by him as well. The realization of this work was shot in his native town of Rome, Italy, framed by the spectacular 17th century villa that not long ago belonged to the legendary Paul Getty, the richest man in the world at his time.

At the 20th Anniversary party held in October, The Great Beauty came to life as Federico Pignatelli della Leonessa staged a beautiful white Arabic stallion with a stunning nude model perched atop, superbly holding a large white Falcon, as homage to femininity, elegance and the beauty of nature as showcased in the book.

After several successful and rewarding years in the investment banking business, Pignatelli decided to follow his enduring passion for photography, leading him to create PIER59 STUDIOS in 1995 by converting a large abandoned Pier hovering on the Hudson River in Manhattan New York.

Source : Prince Federico Pignatelli della Leonessa

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