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Cinema on the catwalk, THE DIRECTOR: THE STORY OF A WOMAN – FRIDA GIANNINI – DIRECTING A MYTH

A documentary film produced by James Franco portrays the professional life of Gucci's Artistic Director

ROMA

Last September, in Rome, a documentary film about Frida Giannini and her first decade as the Artistic Director of Gucci was presented to the public.

Its title was "The Director. Inside the House of Gucci", and it was directed by Christina Voros and produced by the many-talented James Franco (himself a fashion testimonial for Gucci). Eighteen months of shooting were required, and the result was condensed to ninety minutes of gripping material focused on the backstage behind the glittering façade of the fashion business... showing the sheer grind, the craftsmanship and the fatigue that have made this brand a symbol of luxury and excellence on the world stage.

Voros – the director of The Director – describes her work thus: "The House of Gucci has become so hugely iconic that it has assumed the status of a symbol in the collective imagination. My hope is that the film will conduct the public on a journey exploring Frida Giannini's creative vision and also the industry on which she is exerting such an indelible influence."

E' stato presentato a Roma all'inizio dello scorso settembre il film documentario dedicato a Frida Giannini e alla sua prima decade di direzione della storica maison Gucci.

Il docu-film, intitolato "The director. Inside the house of Gucci", diretto da Christina Voros e prodotto dal poliedrico James Franco (già testimonial del marchio), ha richiesto alla regista diciotto mesi di riprese, condensate in novanta minuti di appassionato racconto volto a svelare tutto ciò che si nasconde dietro il luccichio del fashion business: l'impegno, la sapienza artigianale e la fatica che hanno reso l'azienda sinonimo di eccellenza sul panorama internazionale.

Così la stessa Voros presenta la sua opera: "La maison Gucci è diventata talmente iconica che il suo simbolismo ormai rappresenta un mondo nell'immaginario collettivo. La mia speranza è che il film accompagni il pubblico in un viaggio attraverso la visione creativa di Frida Giannini e l'industria nella quale sta lasciando il suo segno indelebile".

Posted by: Reca Group, October, 2014



JAMES FRANCO PRESENTS

THE DIRECTOR

A FILM BY CHRISTINA VOROS



JAMES FRANCO PRESENTS A RABBIT BANDINI FILM "THE DIRECTOR"
PRODUCED & DIRECTED BY CHRISTINA VOROS PRODUCED BY JAMES FRANCO MILES LEVY & VINCE JOLIVETTE
EDITED BY FILIPPO CONZ CINEMATOGRAPHY BY CHRISTINA VOROS CAMERA PETER CAIRNS
SCORE BY ADAM JAMES SHERLOCK ASSOCIATE EDITORS KEITH DAVIS & SARA SHAW

