

## 10 Corso Como: A to Z

Carla Sozzani

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**Carla Sozzani : 10 Corso Como: A to Z** before purchasing it in order to gage whether or not it would be worth my time, and all praised 10 Corso Como: A to Z:

Carla Sozzani opened Galleria Carla Sozzani in September 1990 as a space for art, photography, and design housed in a converted garage at 10 Corso Como in Milan. Along with American artist Kris Ruhs, Sozzani created a space like no other. Rejecting ordinary retail norms, this concept store has always promoted a different philosophy that of slow shopping, a succession of spaces and events that prioritize lifestyle over object acquisition. In this book, Sozzani describes her world: her style, personal taste, and opinions on fashion, travel, design, and lifestyle. The Galleria now incorporates a bookshop, a fashion and design store, and a garden caf, and it is one of Milans hippest and most exquisitely curated spaces a destination in itself. 10 Corso Como has become the nexus of a global network of cultural exchange through fashion, food, art, and photography that continues to inspire fashion and design. In recent years, two additional locations have been added: 10 Corso Como Comme des Garons in Tokyo in 2002 and a Seoul branch in 2008.

With its exposed spine and fabric cover, 10 Corso Como hints at the artistic and engaging content that waits just beyond its painterly cover. A celebratory monograph of the famed Milanese shopping and dining complex whimsical and personal, the book feels incredibly intimate offering great personal insight along with the facts and offers in-depth

access the curatorial thought process behind one of the worlds most iconic fashion and design destinations. Cool Hunting meanders through decades of the store and how word associations bring back memories and creative processes for her. Its whimsical, for the lack of a better word, and gentle to read and page throughshe has the spirit of Italian beauty that we all love, have and want more of. Gladly she has blessed us with a whiff of her personality. EDGE The books charming format chronicles Sozzanis life in fashion through a kind of roll callshe also weaves in sensitive and wonderfully revealing accounts of her relationships to these people and places over the years. Vogue.com"10 Corso Como is definitely a coffee table book and a conversation piece. 10 Corso Como provides a glimpse into the mind of one of the greatest contemporary curators of style in the world of photography, fashion and design today. A Book to be savored by the reader who will appreciate the unconventional way Sozzani has chosen to describe her world, style, her personal taste...." -Marienela.comAbout the AuthorCarla Sozzani, a former fashion editor and publisher, is the founder and guiding force behind the Galleria Carla Sozzani. The 10 Corso Como brand has become an internationally recognized symbol of style and culture.