

## Exploring the Art of Tanning at Arts & Tannery

Natasha Lardera (July 21, 2014)



Arts & Tannery, an exclusive event showcasing Italian leather products of supreme quality, returns to New York City to offer buyers a firsthand look into the latest trends in leather. This is an early return, occurring in July rather than in September as in previous years, so that buyers will have a chance to experience the latest trends in leather ahead of the competition.

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The event, born from the collaboration between the [Italian Leather System Consortium](#) [3] (a consortium that brings together the best of Italian companies working in leather manufacturing) and the [Italian Trade Commission](#) [4], will take place at the Midtown Loft and Terrace and welcomes 11 exhibitors, Italian tanneries presenting their Fall/Winter 2015/2016 collections.



Each company has been carefully selected for their compatibility with the American market and high potential for American appeal. The 11 exhibitors - [Accoppiature Pisane](#) [5], [Alexander Vistmann](#) [6], [Atlas Conceria](#) [7], [Benericetti](#) [8], [Bo-Pell Conceria](#) [9], [Conceria di Urgnano](#) [10], [Pellegrini Group](#) [11], [Ri.Pell Conceria](#) [11], [Romana Conceria](#) [12], [Sanlorenzo](#) [13] and [Vesta Corporation](#) [14] - come from different areas of the Italian peninsula.

The event offers insight into the latest trends in leather as well as projected trends in the industry, and should be considered a crucial resource for buyers designing footwear, handbag, and clothing collections.

“Arts & Tannery presents a one-of-a-kind opportunity for American buyers to explore top-quality Italian leather,” [Pier Paolo Celeste](#) [15], Executive Director of the Italian Trade Commission network for North America, has stated, “ This being the case, the event has drawn the attention of renowned designers as well as those companies whose focus is excellence and innovation. Arts & Tannery offers interested parties access to a variety of cutting-edge raw materials, enabling buyers and vendors to benefit alike and resulting in superior quality of leather goods. As Italian craftsmanship progresses toward supreme precision and quality, new techniques and generational growth allows Italian leather to maintain its leading position in the industry universally.”

Today there is an even bigger demand for Italian leather and components in the US. In recent years, the leather industry regained its leadership among the suppliers to the US with a market share of 26,77% for the period of January/May 2014, with Brazil, Mexico and Canada following behind. “The event permits the development of a mutual understanding of leather and leather quality and catalyzes a process of international exchange ultimately crucial to the fluidity and growth of the industry. The relationship building between American designers and Italian producers at Arts & Tannery illustrates the crucial place that smaller Italian artisan companies inhabit in a shared leather industry,” [Alessandro Francioni](#) [16], Vice President of the Italian Leather System Consortium has stated.

And to get some more information we have had the chance to ask Paolo Cipriani, Director of the Italian Leather System a couple of questions.

### **This event is called Arts and Tannery, is tanning an art?**

Absolutely, tanning is a process of treating the skins of animals to produce leather that originates back in Ancient Rome. Back in the Middle Ages it became a corporation and today, it is still an ancient art even though production is made possible by modern technology. That of Art-Technology is an important combination.

### **This season Arts & Tannery is taking place in July rather than in September. What's the reason behind this change?**

To put it simply, market needs. The American market runs faster than the European one, and we must meet its needs, even though the market has now been globalized. The big brands are those who call the shots and each of our expositors collaborates with them in accordance with their timing and needs in the preparation of the samples first and than of the collection.

### **How did you select the companies showcasing their product?**

It's all connected to the previous question. Each participating expositor has completed their collection of samples early with respect to European trade shows just to satisfy the needs of the American market which is far ahead of us.

### **What trends are you presenting in this edition?**

We are presenting four trends:

East Ranges is inspired by Russia. And I'm not only talking about its cold temperature but also about



several cultural factors that are typical of this country. Leathers are inspired by the artistic phenomenon of deconstructionism, but also by the realistic paintings of the Soviet Socialist regime. The country's astronomical endeavors are captured in leathers that are shiny and metallic.

Urban Tribes presents the graphic elements of an ethnic reality in a ultra-modern key. Many surfaces are rough and rustic. Afro-inspired graphics are colorless so that the tribal becomes couture. There is also a mix of things: fur, fringes and strings.

Abstract Codes marries geometry with simplicity. Microcellular surfaces are in contrast with biomorphic elements, technological metals are paired with natural wood surfaces, sporty embossing and restyled patterns.

Chromatic Values honors color as an element of distinction. We are talking about boldness here: metallic blues, brilliant greens, piercing yellows, wild reds, feverish purples and deep tans.

### **How is export to the US?**

All participating tanning companies export about 80% of their total production. A great percentage of that is sold to the US, one of the major economic partners to Italian businesses. Our group has come to the NYC since 2004 and we have developed several important collaborations.

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### **Links**

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- [2] <http://www.artsandtannery.com/>
- [3] <http://www.artsandtannery.com/index.php?contenuto=press>
- [4] <http://www.italtrade.com/>
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