

HENI and Mario Testino release editions and fine art prints from *A Beautiful World*

HENI releases *A Beautiful World* by acclaimed photographer Mario Testino, a group of four striking images from his photographic series of the same name. The artworks are released as editions on HENI Editions and as fine art prints in two different sizes on HENI Primary.

The editions are available by application from 25 July to 1 August at 17.00 BST on HENI Editions. The works are Diasec-mounted Giclée prints on aluminium composite panel, measure 90 x 60 cm. Each work is from an edition of 25 + 6 APs and is numbered and hand-signed on the label by the artist.

The fine art prints are available by application from 25 July on <u>HENI Primary</u>. The works are Canson Platine Fibre Rag prints set within aluminium frames, and available in two sizes. The extra large fine art prints measure 180 x 120 cm and are in an edition of 2 + 2 APs. The large fine art prints measure 120 x 80 cm and are in an edition of 3 + 2 APs. Each work is numbered and hand-signed on the label by the artist.

Through *A Beautiful World*, Testino embarks on a new creative journey. This photographic series originated from a 2007 project in which he documented the diverse styles of dress in his native Peru. Over the past seven years, Testino has traveled to around 30 countries with his portable studio to lens local customs of dress, photographing traditional garments and their wearers outside their usual contexts. Setting each subject against an identical background, Testino shifts the focus to the clothing, highlighting the individuality of each person.

Mario Testino OBE is one of the most acclaimed and influential fashion and portrait photographers of today. He was nicknamed the

'John Singer Sargent of our times' by curator Terence Pepper and is often credited for elevating Gisele Bundchen and Kate Moss to supermodel status. Across his work, Testino demonstrates undeniable prowess in capturing the intricate beauty of clothes and the humanity of the famous faces in them. He brings this to *A Beautiful World*, where he portrays the individuality of people from countries from across the globe, centring the local culture and traditions by focusing on dress. His photographs narrate the cultural diversity of traditional dress, proudly worn by those responsible for preserving their existence. Vibrant, dynamic and fantastically tactile, these images become tools for understanding global cultures.

Drawing on his experience as an elite fashion photographer, in *A Beautiful World* Testino's keen eye finds the uniqueness of each subject, highlighting the richness and diversity of dress in a globalised world moving ever closer to uniformity.

All of the editions and a selection of the fine art prints are on display at the HENI Gallery for the duration of the drop. Admission to the gallery is free.

HENI Gallery 6–10 Lexington St, London W1F 0LB, United Kingdom Open seven days a week, from 10am - 6pm

MEDIA ENQUIRIES: Erica Bolton, Bolton & Quinn

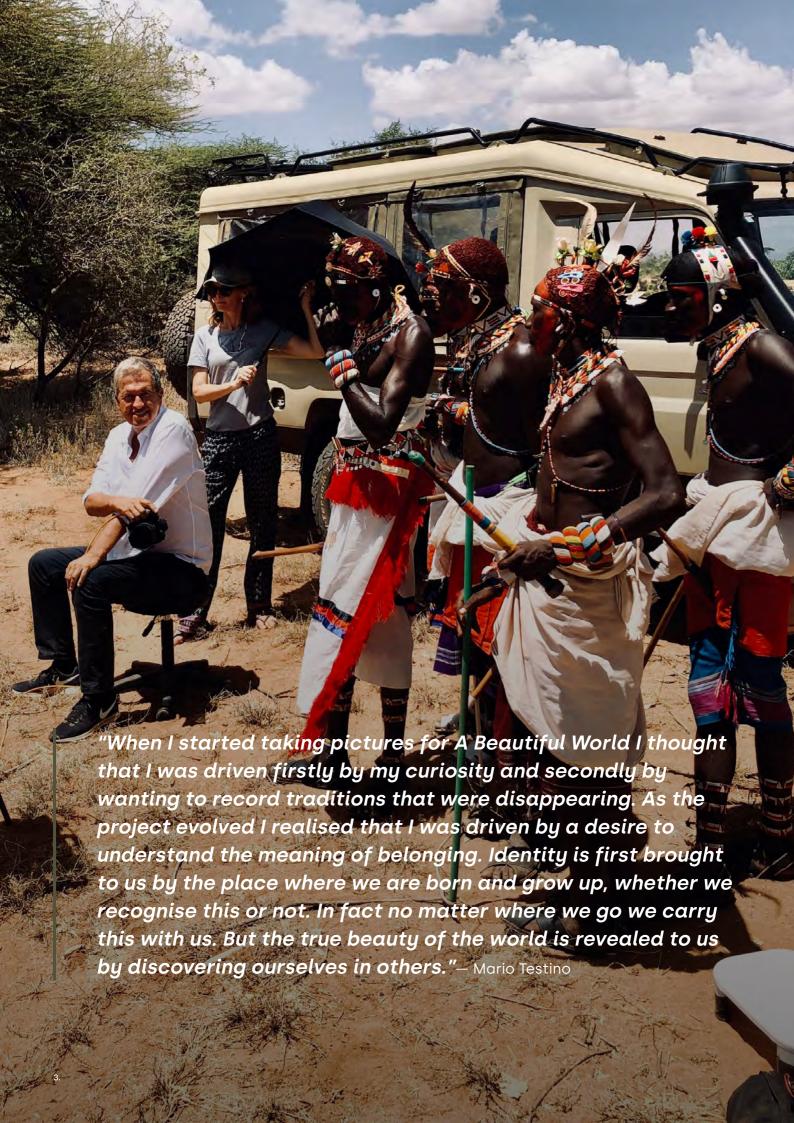
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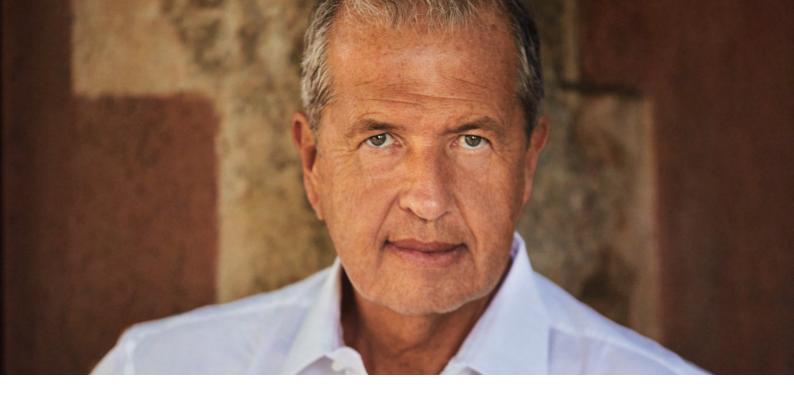
Email: erica@boltonquinn.com

PRESS IMAGES DOWNLOAD: https://we.tl/t-IVnreuXAAZ

HENI EDITIONS: heni.com/editions

HENI PRIMARY: heni.com/primary





Mario Testino

Mario Testino OBE is one of the most influential fashion and portrait photographers of our time. His photographic oeuvre has graced esteemed museums across the globe, including the National Portrait Gallery in London, the Museum of Fine Arts in Boston, and the Metropolitan Museum in Tokyo, among others.

Over his illustrious 40-year career, Testino has distinguished himself as a photographer and made significant contributions as a creative director, guest editor, museum founder, art collector, collaborator, and entrepreneur. In the realms of fashion and beauty, Testino is a visionary force contributing to the success of many luxury brands, creating images for the likes of Gucci, Burberry, Versace, CHANEL, Estée Lauder and Dolce & Gabbana, and his photographs have graced the pages of countless renowned international publications such as Vogue and Vanity Fair.

In his latest series, A Beautiful World, Testino offers a captivating journey through diverse cultures and traditions, capturing emblematic imagery that delves into the rich tapestry of different communities worldwide.

About HENI

HENI works with world-leading artists and estates across various sectors including print-making, releases of original artworks, book publishing, films, exhibitions, news and research. Our mission is to make art accessible to everyone by giving people the chance to learn about and collect art.

heni.com

HENI Editions works with artists, institutions and estates to produce high-quality, limited-edition artworks. We work with a range of mediums, including sealed or Diasec-mounted Giclée prints, metallic and non-metallic chromogenic prints, large-format jacquard-woven tapestries and stained glass.

heni.com/editions

HENI Primary enables artists to release original works of art on a dedicated digital platform, bringing the traditional fine-art experience online. The platform focuses on the primary sale of original artworks, which have traditionally been handled exclusively by galleries and directly by artists' studios.

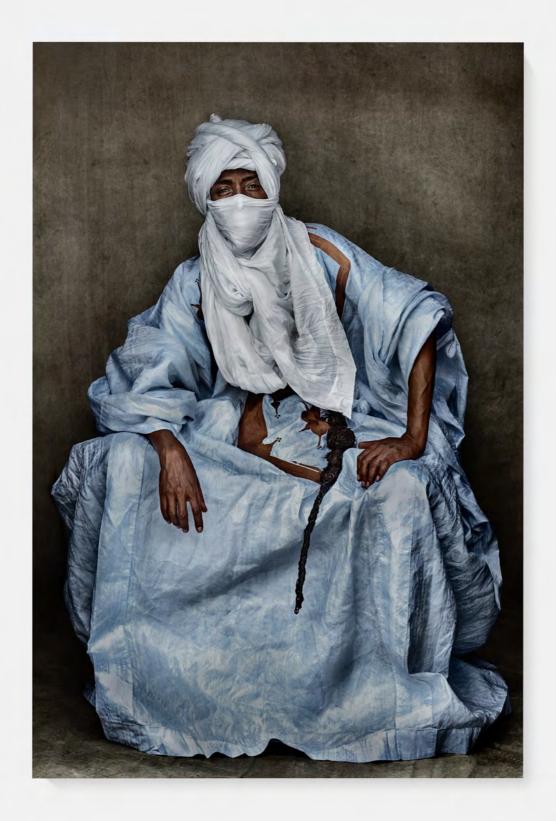
heni.com/primary

To keep up to date with HENI, follow on <u>Instagram</u>, <u>X</u>, <u>Discord</u>, <u>TikTok</u> and <u>YouTube</u>.









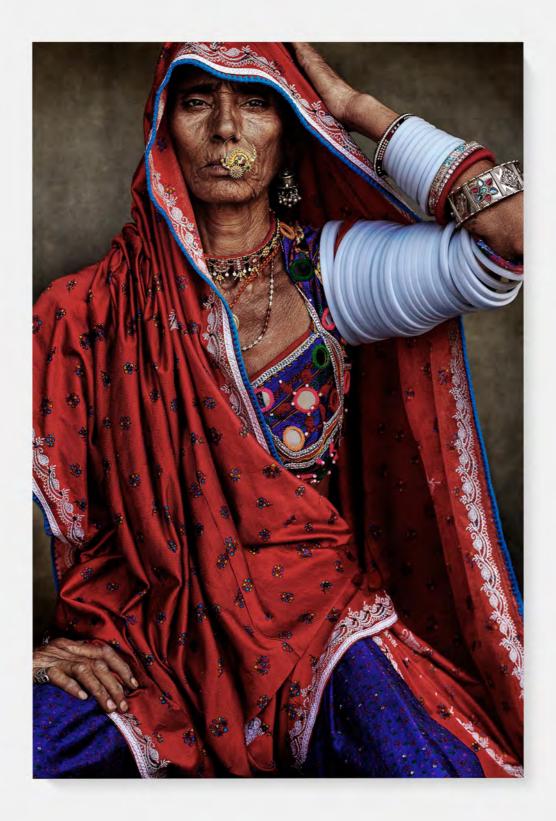
A Sahrawi, Morocco (MTABW-1C)





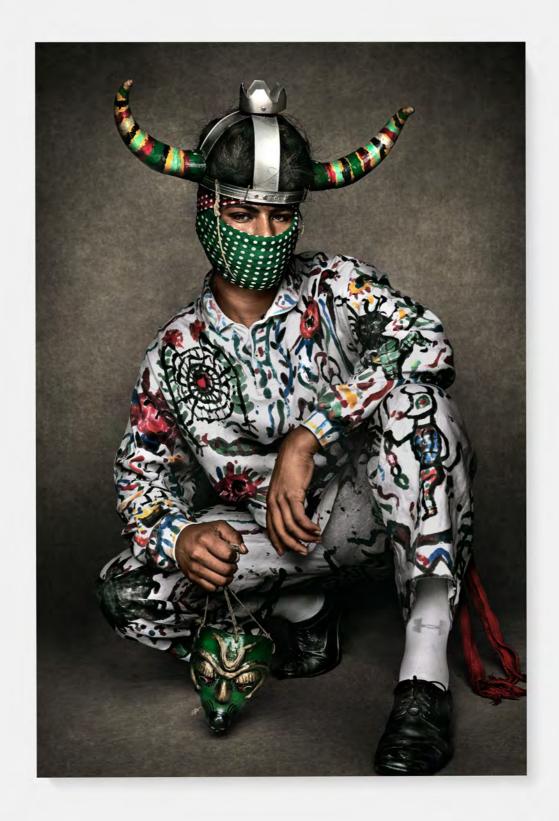
A Woman of Senegal (MTABW-2C)





A Woman of the Rabari, India (MTABW-3C)





A Man in costume as El Diablo Blanco de Rabinal, Guatemala (MTABW-4C)











(MTABW-1B) 120 x 80 cm Edition size of 3 + 2 APs (MTABW-1A) 180 x 120 cm Edition size of 2 + 2 APs

A Sahrawi, Morocco



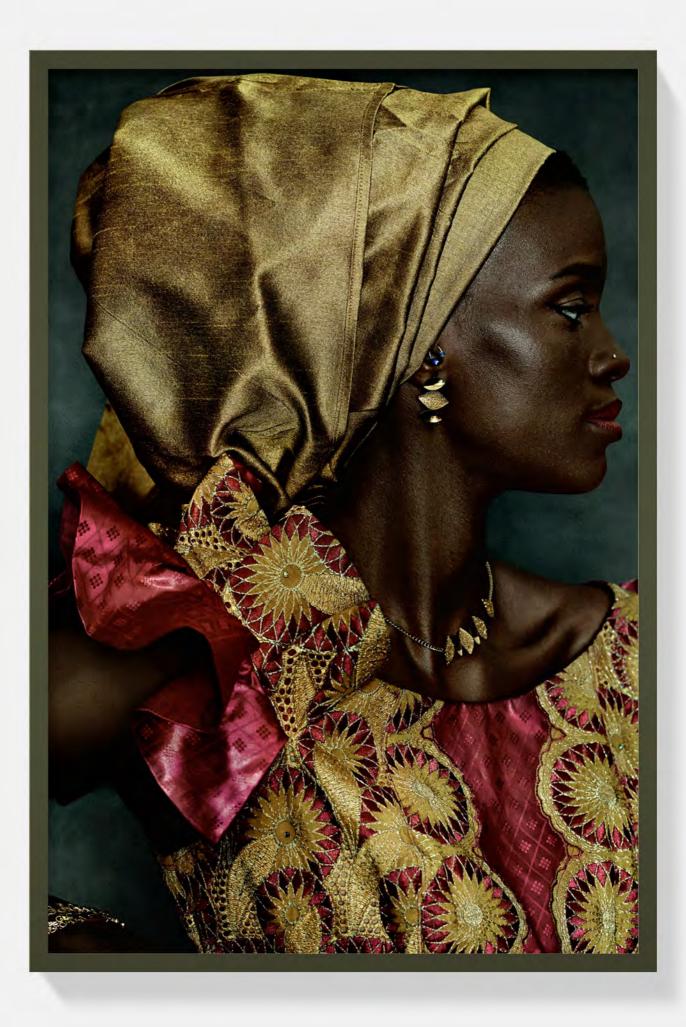


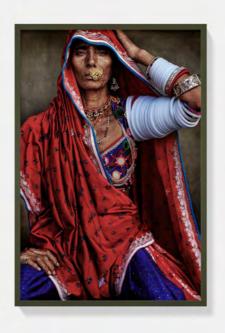


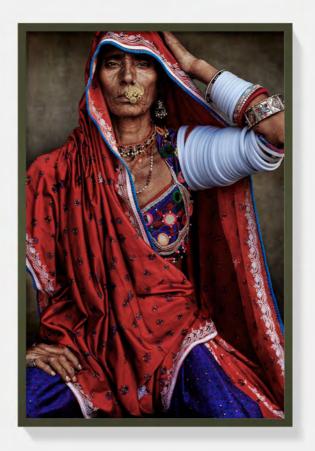


(MTABW-2B) 120 x 80 cm Edition size of 3 + 2 APs (MTABW-2A) 180 x 120 cm Edition size of 2 + 2 APs

A Woman of Senegal



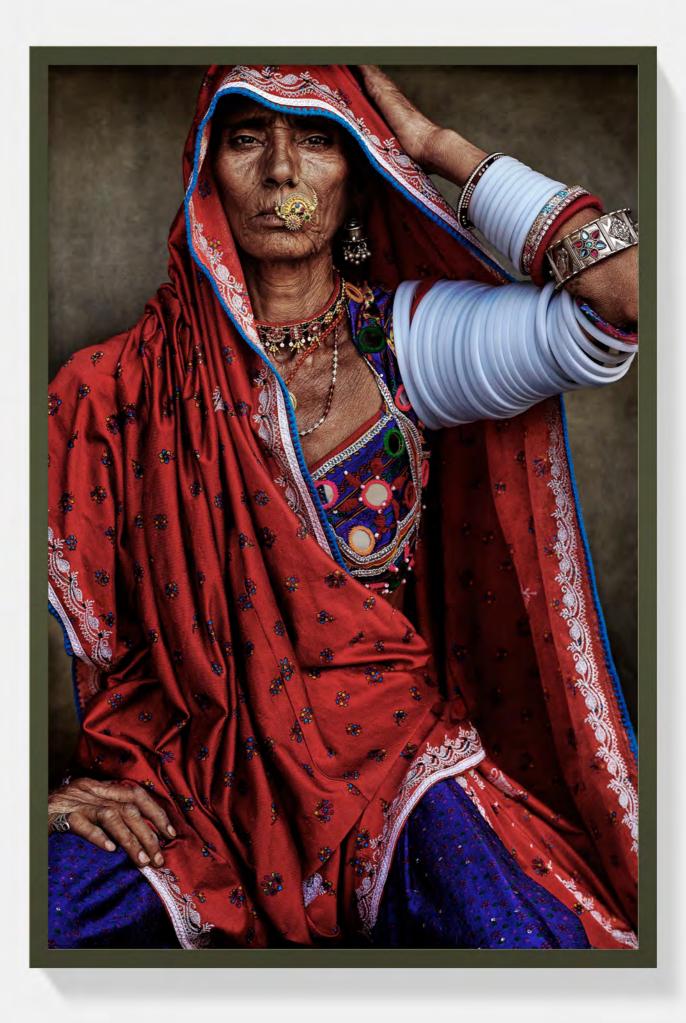






(MTABW-3B) 120 x 80 cm Edition size of 3 + 2 APs (MTABW-3A) 180 x 120 cm Edition size of 2 + 2 APs

A Woman of the Rabari, India









(MTABW-4B) 120 x 80 cm Edition size of 3 + 2 APs (MTABW-4A) 180 x 120 cm Edition size of 2 + 2 APs

A Man in costume as El Diablo Blanco de Rabinal

