



# Barry Lawrence Ruderman Antique Maps Inc.

7407 La Jolla Boulevard  
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## Map of the Popular Italian Costumes

**Stock#:** 64609  
**Map Maker:** Zimelli / Calderini  
**Date:** 1934  
**Place:** n.p.  
**Color:** Color  
**Condition:** VG+  
**Size:** 19.5 x 25.3 inches  
**Price:** \$375.00



### Description:

#### ***Rare Separately Published Broadside Promoting Italian Culture in Fascist Italy***

Striking pictorial map of Italy published in the 12th year of the Fascist Era (E.F. XII), extolling the virtues of the Fascism and Italian Culture.

The present example has NO TEXT on the verso, unlike other examples. The text on the verso of the normal folding version includes the following text in Italian promoting fascism:

*as a matter of absolute certainty, all the costumes here illustrated, as well as many others*



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*omitted for lack of space, still survive and as they form part of the people's life there is no likelihood of their dying out. Although at present all Italians are mainly concerned with the future, they have never felt the need of discarding anything that traditionally represents beauty and good taste, art and gracefulness... Italian youth nowadays dedicates all its energies to manifestations of a political, sporting and cultural character created and encouraged by Fascism and responding to changed needs and preferences. But, after having seen young men taking part in military and civil celebrations, or indulging in athletic contests and students' competitions, one will find them displaying the same energy and enthusiasm in the revival of traditional old festivals and pageants.*

When Mussolini came to power in 1922, he was thought of as a "genius and a superman by public figures worldwide. His achievements were considered little less than miraculous. He had transformed and reinvigorated his divided and demoralized country" (Britannia online).

Emma Calderini would go on to be known as a costume designer for a number of films from the 1940s onwards and later for television. Umberto Zimelli, a set designer, was also commissioned by the ENIT in 1931 to design a poster intended to promote Italian gastronomic specialties to foreigners, assigning to each region an ornamental lozenge indicating its dishes and products.

#### **Detailed Condition:**