

FROM THE ARCHIVES

**DANIELE
BUETTI**

Text by Anne Vieth

The MERCEDES-BENZ ART COLLECTION is one of the most prestigious corporate art collections in the world. The director, Anne Vieth, presents some highlights from the versatile archive. In this issue: a photo piece from the Swiss artist Daniele Buetti, who broaches the issue of the excessive cult of beauty surrounding the supermodels of the 1990s

The fashion and advertising world of the 1990s was characterised by a phenomenon in which feminine beauty was taken to an absolute excess and, with regard to body standards, caused extensive repercussions. We are talking about the era of supermodels. They were held up as figures to identify with and were as popular and present in the media as the celebrities of that time from the world of music and cinema. They were omnipresent, and helped the fashion and luxury labels they posed for achieve fame and commercial success.

With his series *Looking for Love*, the Swiss artist Daniele Buetti (born 1955) reacted, from 1995 onwards, to exactly this cult. To do this, he used high-gloss pages from fashion magazines, which showed either supermodels or unknown models, whose faces fit the beauty ideal. He then added “wounds” to their flawless bodies. With a pen, he scratched well-known brand names from the fashion world into the back of the page (as in the following photo from the Mercedes-Benz Art Collection). The name seems like a tattoo on the skin of the photocopied model. He then photographed the edited magazine pages and enlarged the acquired motifs.

Buetti’s inscriptions, along with the title, *Looking for Love*, refer to the vulnerability, as well as the world of emotions, and therefore the existence, of a real person behind the staged images shown in the media. They highlight the illusionary content of these images. Additionally, the artist thematises identifying with brands, which is characteristic of consumer societies. Even in the present day, labels are part of identity-building. They suggest affiliation with a specific community. Buetti’s piece from 1995 asks questions which are still relevant today, and encourages a reflective approach to consumer goods and their marketing.

The piece, *Looking for Love* (Christian Dior), has been exhibited at the Mercedes-Benz Museum in Stuttgart since October 2023. Over 70 pieces, primarily photographs, from the Mercedes-Benz Art Collection are permanently showcased there. In addition to historic automobiles, visitors can encounter selected artworks on every floor.



Find out more about the
MERCEDES-BENZ ART COLLECTION
and current exhibits at
[mercedes-benz.art](https://www.mercedes-benz.art)



BUETTI, DANIELE Looking for Love (Christian Dior), 1997 © VG Bild-Kunst, Bonn 2023



Print on aluminium, unique object, 113 x 188 cm Acquired in 2001, Mercedes-Benz Art Collection