

CONTENTS

List of Illustrations	viii
Acknowledgements	xi
Introduction	xv
1 Italy, the Land of Beauty	1
2 The Blonde Aura of Queen Margherita	33
3 The Rise of Professional Beauty	58
4 Fascism and the Allure of the Female Image	80
5 Beauty and National Identity after the Second World War	107
6 Catholics, Communists and Beauty Contests	125
7 The Female Film Stars of the 1950s	142
8 Mass Consumption and Ideals of Beauty	170
9 Emancipation, Eroticism and Nostalgia	191
10 Beauty and Ethnicity in the Era of Globalisation	223
11 The Return of the 'Bella Italiana'	245
Conclusion	261
Notes	269
Index	292

ILLUSTRATIONS

	<i>page</i>
1 Domenichino, <i>The Sybil</i> (1616–17) (Galleria Borghese, Rome)	6
2 Francesco Gonin, 'Lucia Mondella' – from <i>I promessi sposi</i> (1840)	17
3 'Italia' – from Cesare Ripa, <i>Iconologia</i> (1603)	20
4 Francesco Hayez, <i>La ciociara</i> (1842) (Bergamo, private collection)	22
5 Francesco Hayez, <i>La meditazione</i> (1848–51) (Verona, Civica Galleria d'Arte Moderna)	23
6 Odoardo Borrani, <i>Il 26 aprile 1859</i> (1861) (private collection)	24
7 Carlo Stragliati, <i>Episodio delle Cinque Giornate Piazza Sant' Alessandro</i> (1848) (Milan, Museo del Risorgimento)	25
8 Regimental postcard of the 45th Infantry depicting 'Italia'	29
9 Regimental postcard of the 2nd Artillery depicting 'Italia'	29
10 John Singer Sargent, <i>Head of a Capri Girl</i> (1878) (private collection)	31
11 Rosa Vercellana, 'La bella Rosina', photograph	35
12 Queen Margherita of Savoy, c.1877, photograph	36
13 Queen Margherita of Savoy, popular postcard image	39
14 A young noblewoman of the late nineteenth century, photograph	41
15 Eleonora Duse, photograph	47
16 Peasant girl from the Abruzzo region, postcard illustration	50
17 <i>Illustrazione italiana</i> , cover, 11 January 1885	51
18 Sicilian peasant girl from Piana dei Greci, photograph	53
19 Lina Cavalieri, postcard image, Reutlinger, c.1900	63
20 Lina Cavalieri, postcard image, Reutlinger, c.1905	67
21 <i>Comoedia illustré</i> , cover: Lina Cavalieri, 15 November 1909	69
22 Poster for <i>La Nazione</i> newspaper, 1899	72
23 Poster for the National Exhibition of Rice Cultivation and Irrigation, 1912	74

24	Poster for Moriondo & Gariglio chocolates, 1900	77
25	Marcello Dudovich, <i>La signorina dalla veletta</i> (1919–20)	83
26	Mino Maccari, 'Cocktail', from <i>Il Selvaggio</i> , 15 June 1932	88
27	<i>Le Grandi Firme</i> , cover: illustration by Gino Boccasile, 25 August 1938	90
28	<i>Le Grandi Firme</i> , cover: illustration by Gino Boccasile, 22 September 1938	90
29	<i>Eva</i> , cover, 15 September 1934	93
30	Pasta advertisement with peasant girl illustration	95
31	<i>Gente Nostra</i> , cover, 8 September 1929	96
32	<i>Eva</i> , cover, 29 July 1933	97
33	Tipi No.2, from Carlo Scorza, <i>Tipi. . . Tipi. . . Tipi. . .</i> (Florence: Vallecchi, 1942)	100
34	Maria Denis, publicity photograph	104
35	Alida Valli, chocolate card	105
36	<i>Sette</i> , cover: illustration by Varga, 2 September 1945	111
37	<i>Sette</i> , cover, 30 September 1945	111
38	Fruit advertisement, illustration by Gino Boccasile	113
39	<i>Tempo</i> , cover, 15–22 June 1946	115
40	Rossana Martini in <i>Tempo</i> magazine, 21–28 September 1946	117
41	<i>Tempo</i> , cover: Silvana Pampanini, 21–28 September 1946	119
42	Miss Italia 1947 contest, photograph	120
43	Miss <i>Vie Nuove</i> competition Milan, photograph, c. 1953	132
44	Miss <i>Vie Nuove</i> jury, photograph, c.1954	136
45	Ivana and Ena Zanotti, photograph, c.1958	138
46	Ivana Zanotti wins Miss Moto B title, photograph, c.1960	139
47	<i>Riso amaro</i> , film poster 1949	144
48	<i>Lavoro</i> , cover, 18 May 1952	146
49	Gina Lollobrigida, studio photograph, c.1952	148
50	Gina Lollobrigida as 'La fornarina' by Raphael, <i>Epoca</i> magazine, 1 May 1960	150
51	Promotional booklet for the film <i>La donna più bella del mondo</i> , 1956	152
52	Sophia Loren by Philippe Halsman	153
53	Fruit advertisement, with girl resembling Sophia Loren, c.1955	155
54	Artists' images of their ideal woman, <i>Le Grandi Firme</i> , 16 June 1938	161
55	Giuseppe Tampieri, <i>Adriana</i> (1951)	164
56	Ampelio Tettamanti, <i>Portrait of a Rice Weeder</i> (1951)	164
57	Pietro Annigoni, <i>La bella italiana</i> (1951)	165
58	Still of Claudia Cardinale from Luchino Visconti, <i>Il gattopardo</i> , 1963	168
59	Fruit advertisement, with girl of urban appearance, c.1964	174
60	Stefania Sandrelli, publicity photograph	178
61	Giovanna Ralli, publicity photograph	182
62	Sophia Loren, publicity photograph	184
63	Still of Claudia Cardinale from Sergio Leone, <i>C'era una volta il West</i> , 1968	187
64	Ornella Muti, photograph	195

65	Still of Laura Antonelli from Salvatore Samperi, <i>Malizia</i> , 1973	202
66	Carmen Russo photo-spread, <i>Playmen</i> , 1 January 1982	204
67	Still of Serena Grandi from Tinto Brass, <i>Miranda</i> , 1985	208
68	Ilona Staller (Cicciolina), publicity photograph	213
69	Moana Pozzi, photograph	216
70	<i>Playboy</i> (Italian edition) cover: Alessandra Mussolini, August 1983	220
71	Denny Mendez, Miss Italia 1996, photograph	225
72	<i>Illustrazione italiana</i> , Spring 1993, photograph by Mimmo Cattarinich	230
73	<i>Sorrisi e canzoni tv</i> , cover: Valeria Marini and Alba Parietti, 19–25 June 1994	236
74	<i>Il Venerdì di Repubblica</i> , 8 December 2000, photomontage	238
75	Lavazza calendar 1996, photograph of Maria Grazia Cucinotta by Ferdinando Scianna	241
76	Monica Bellucci, photograph	247
77	<i>Oggi</i> , cover: Sabrina Ferilli, 9 September 1998	254
78	Sabrina Ferilli, photograph	256
79	Gorgonzola advertisement (Manuela Arcuri)	258
80	Miss Italia 2006 calendar, photograph for September of Edelfa Chiara Masciott by Gianni Berengo Gardin	266
81	Miss Italia 2006 calendar, photograph for November of Edelfa Chiara Masciotta by Gianni Berengo Gardin	267