

# DEVOTED

## DEVOTED GALLERY - ITALIAN POP PHOTOGRAPHY AS FINE ART

MILAN, DECEMBER 2017 – Devoted, a fine art photography gallery, created by Luca Rubino, urban designer, photography enthusiastic and collector, is being launched online from the city of Milan.

Devoted differs conceptually from most classical photo galleries: our inventory of anonymous negatives is specialized in 20th-century Italian popular photography. Our aim is to dignify the vernacular language of photography.

This curated selection of anonymous images wants to re-evaluate the meaning of vernacular photographic culture – “the dialect of photography” – putting the focus on the unconscious artistic meaning of these still not celebrated shots.

Devoted searches and selects through an unlimited heritage of forgotten pictures that otherwise, would be lost. Our extensive research enables us to offer refined quality photographs, with a strong sense of composition and certain compelling strengths.

What is presented here is just a small sample of the collection that is available.

Twelve unreleased and anonymous photographs, a journey through an eclectic estate of private images. We are proud to feature these twelve stand alone images that present a vision on vernacular photography. This is the beginning of a visual exploration through a galaxy of unexplored, fresh, unconventional, nameless images.

Please follow the link below for a preview of the images:



**Black & white Photography**



**Color Photography**