



Lifestyle / [#DeLuxe](#)

MAR 20, 2017 @ 12:02 PM **259** VIEWS

# Inside The Private Art Collection of One of Italy's Most Prominent Lawyers



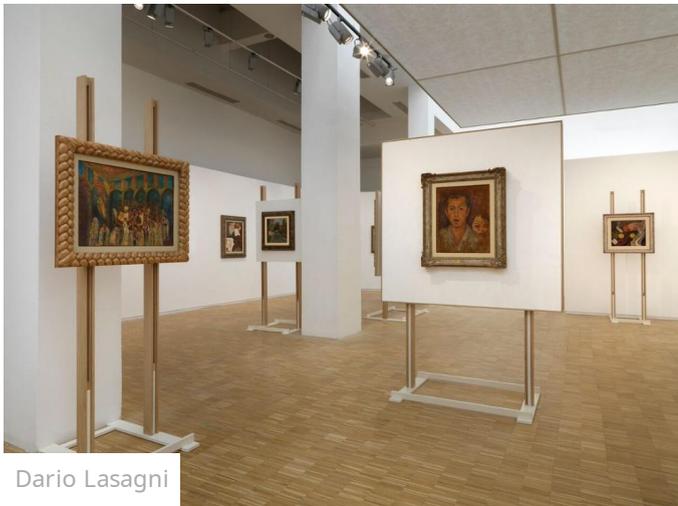
**Declan Eytan**, CONTRIBUTOR

*Based in Milan. Soft spot for Made in Italy and emerging markets.* [FULL BIO](#) ✓

Opinions expressed by Forbes Contributors are their own.

His law firm located on Milan's Corso Giacomo Matteotti is more than just strictly business. Inside, both business and pleasure collide as an extensive art collection featuring the works of Italian 1930s artist Scipione, in addition to contemporary names including Kara Walker and Francesco Vezzoli, decorate hallways and offices. And that's just one part of Giuseppe Iannaccone's private collection, whose Milan residence is home to the remaining part. The 61-year-old art aficionado is a member of Italy's all-star league of lawyers, specialized in corporate lawsuits. In his own words, he spends whatever he can spend, on art. On Sunday the exhibition inside Milan's

Triennale museum, which shared the 1930s works from Iannaccone's collection with the public, drew to a close. London is the next location the lawyer is eyeing for the *Italia 1920-1945. Una nuova figurazione e il racconto del sé* exhibition, which local art experts say, is the most comprehensive collection of 1930s Italian art ever showcased.



Dario Lasagni

The "*Italia 1920-1945. Una nuova figurazione e il racconto del sé*" exhibition at Milan's Triennale museum.

'I'm subscribed to all the important art magazines; that's how I do a big part of my homework besides reading books on art history. Books which in many cases I've read before. I work as a lawyer throughout the day, including weekends. But in the evening I'll read these magazines and ask my advisor of 15 years to go out and do further research. When I see an artist who I believe contributes something new to the overall history of art, it equals value to me. More than anything I believe art is poetry, it should trigger an emotion, that's how I estimate worth,' Iannaccone says, when we meet over a salmon tartare lunch inside his company's conference room.

Currently in his sixties, the lawyer purchased his first piece of art in his thirties. He recalls that period as one in which he ‘didn’t have much financial freedom, given that I was a young lawyer at the time. In the beginning, I would buy one, maybe two works of art per year. As I started growing professionally, my investments grew accordingly. To be honest with you, once I saw that I was able to provide for my family, I would invest whatever was left in art. Everything I can spend, I spend on art. Every now and then I need to remind myself to slow down, since I’m 61 now. But when I fall in love with the work of an artist, I don’t think too much about it,’ the Milan-based art collector says, whose entire collection consists of approximately 550 works. Iannaccone doesn’t know the exact number. Nor has he ever bothered to have the total value of his private collection estimated.

---

In Milan society circles, the lawyer has established a reputation for himself when it comes to his love for art dating back to Italy’s 1930s. Some used to call him crazy for it. ‘People are now saying “maybe he is not *that* crazy.” Ever since the exhibition, I’ve noticed a slight change of attitude towards art from that period. People are rediscovering the beauty of that era now, as I brought out some masterpieces amongst which those of Scipione. Prices for 1930s art have fluctuated over the past decades. Initially prices were higher, but then the bubble burst with the arrival of the internet. People could

educate themselves on all the art that was out there. Thus, the overall mentality became that if an artist weren't internationally recognized, he didn't matter as much. As a result, many Italian artists got the short end of the stick. I took an approach different from the rest, since I always consider art history first and don't care about the market. So, if the market says an artist isn't important because he's only known locally, it doesn't keep me from buying his work. I've bought many of Scipione's works. His prices have dropped, but nobody can convince me that he's not one of the greatest artists in Italian art history.'

---

 **Gallery**

Inside The  
Private Art  
Collection of  
One of Italy's  
Most  
Prominent  
Lawyers



**Launch Gallery**  
6 images



Art from Italy's 1930s period, represents just under a sixth of Iannaccone's entire collection. A collection which features anything from sculptures, to photography and video art. 'I'm open to all forms of art. I don't see a difference in value between sculptures or photography. What

matters is that it triggers an emotion. A picture can be as revolutionary as a painting. Cindy Sherman's photography is a great example of this. It's the type of photography which artistically speaking, is at the level of a painting. One of the great things about contemporary art, is that there are more female artists, sharing their point of view as women. It changes the way women are being depicted in art. In the past, there would usually be a touch of eroticism to an artist's work featuring a female body. Newer, female artists, like Kara Walker take a different approach. It's about more than sexuality alone. Margherita Manzelli is another great example of this. When she speaks about the fear of ageing for example - it's a story that hadn't been told before. The same thing goes for homosexual artists. They always had to hide in a way. But now we're seeing more aspects of their social environment and relationships in their work.'

While Iannaccone was vacationing in Miami thirteen years ago, he was introduced to the concept of local art collectors inviting fellow collectors into their homes for private tours. A concept previously unheard of in Italy. The lawyer has since adopted the American approach and annually welcomes between twenty and thirty international groups of art collectors, for a tour inside his Milan offices. 'Initially I would just invite my friends over to view the collection. Following that Miami experience however, I understand that their way is the right way. If you don't

share your art with an audience, it's like you're robbing the artist from his right to be recognized.'

Follow Declan Eytan on [Twitter](#), [Instagram](#), or [Facebook](#), for more.

Comment on this story



[Send Us Feedback](#)

[Report Corrections](#)

[Reprints & Permissions](#)

### RELATED TOPICS

LARGE

ART

BEST

ONLINE

ART FOR

TOP 10

### From the Web

Ads by Revcontent

**Millionaire Looking For 7 Serious Students In Italy**

OUANTUM INCOME MACHI...

**17 Tragic Selfies Seconds Before Disaster**

VIRAL IO

**If You Own A Computer You Must Try This Game**

VIKINGS: WAR OF CLANS

**That's How You Find Super Cheap Flights!**

SAVE70.COM

**Italy : New Diabetes Discovery Leaves Doctors Speechless**

**The Ultimate Way to Get Cheap Hotel Rooms**

**Want to Play the Sexiest Viking Game Ever Made?**

**Diabetes Breakthrough That Will Bankrupt**



**ForbesBrandVoice**<sup>®</sup> [What is this?](#)

Business

FEB 23, 2017 @ 08:30 AM

# JPMorgan Chase Equips Employee Mentors To Support Young People In The Wake Of Violence