Imagine dancing to the rhythm of Grace Jones’ *La Vie en Rose*, while drinking your cocktail seated next to Gianni Versace or philosopher Umberto Eco. Or maybe finding yourself in a savage tribal costume party, or in the first row of a Jean-Paul Gaultier’s show. This is not a postmodern picture of New York nightclub *Studio 54*, this is Rimini Discoteca *Paradiso*. Founded in 1957, this discotheque made the history of the Italian and international nightlife over the last decades of the 20th century thanks to Gianni Fabbri and his avant-garde approach to clubbing. *Fashion in Paradise* is the first site specific artwork which aims to present Fabbri’s unpublished private archive, staging an installation that retraces an era excitedly summed up in a few words by writer Pier Vittorio Tondelli: “Rimini as Hollywood”.

The idea of *coolness* is a fundamental part of clubbing subcultural capital, says sociologist Sarah Thornton. So what better occasion than “Be Cool!” conference to tell the fascinating story behind Discoteca *Paradiso*. In line with this year topic, we want to narrate using charming images how Gianni Fabbri’s club, and discotheque in general, can be seen as a dimension for experimental appearances and the expression of taste preferences, becoming primary sources for new trends and fashions.

Through a narrative loosened from rigid temporal cadences, the installation brings to light the splendor of an era in which fashion, disco and entertainment mixed together in unique and unforgettable performances. A careful selection of the material from the Fabbri archive tells the story of *Paradiso* following some of the elements that have made this place unique: fashion, celebrities and events.

The creative and cultural industry inherent in Discoteca *Paradiso* has managed to elevate Rimini to capital of entertainment, as claimed by anthropologist Ted Polhemus in his book *Style Surfing*, including the city into the kingdom of “Clubland” together with New York, London and Los Angeles. Furthermore, *Fashion in Paradise* in addition to giving prestige to new material, has the ambition to recover and enhance a legacy that over time is disappearing due to the lack of official interventions.

Are you ready to jump on the dance floor?

**Credits**
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