



## PRESS RELEASE

### PIRELLI PRESENTS PAOLO ROVERSI'S "LOOKING FOR JULIET", THE 2020 PIRELLI CALENDAR, IN VERONA

**Together with a short art film, Paolo Roversi searches for the essence of Juliet**

*Verona, 3 December 2019* — Paolo Roversi's 2020 Pirelli Calendar "Looking for Juliet" was presented to the public today at Verona's Teatro Filarmonico.

Drawing inspiration from Shakespeare's timeless drama, Paolo Roversi has tapped into the "Juliet that exists in every woman" with **Claire Foy, Mia Goth, Chris Lee, Indya Moore, Rosalía, Stella Roversi, Yara Shahidi, Kristen Stewart** and **Emma Watson** as the protagonists of this 47th edition of The Cal™.

This year represents the first time the calendar merges photography with cinema as it is accompanied by a short film. In the 18-minute film, Paolo Roversi plays himself as a film director interviewing candidates for the role of Juliet, who pass one-by-one before the director's lens to portray the multifaceted character with a broad gamut of emotions and expressions.

The scenario unfolds in two phases. In the first, the protagonists are shown arriving at the set, without makeup or costume. They sit and talk with Roversi about the project under way, each one vying to be chosen, telling the director about their personal experiences and how they envisage Juliet. In this way, the actresses reveal their intimate, personal side. In the second phase they put on the costumes devised to transform them for their personal interpretation of Shakespeare's heroine. The idea is to portray a story in which reality and fiction dovetail and their distinctions blur, as in a hazy photograph.

"I was looking for a pure soul, someone full of innocence that combined strength, beauty, tenderness and courage," observes Roversi. "I found this in the glimmer of an eye, in the gestures and words of Emma and Yara, Indya and Mia and in the smiles and tears of Kristen and Claire...in the voices and chants of Chris and Rosalía. In Stella we have the innocence. There's a Juliet in every woman," he concludes. "And I will never stop looking for her."

The photo-shoot took place in May, and the 2020 Pirelli Calendar is the first to be created by an Italian photographer, who chose Verona for the setting, the city that is indelibly tied to the young woman's fate; but also Paris, where Roversi has lived for the past forty years.

As a passionate opera-lover of long standing, Roversi wanted to create an object with a unique graphic design deeply inspired by the opera libretto. The 2020 Calendar comprises 132 pages, with the monthly calendar on the cover, along with sections of Shakespeare's *Romeo and Juliet* and 58 photos in both colour and black-and-white capturing the story's protagonists and the city of Verona. The cover opens to reveal a drawing of a firmament which represents the universe and, ideally, contains and envelops the story of Juliet, making it eternal. The front and back covers are emblazoned with the gilded letters of the calendar itself, highlighting the date of Juliet's birth, her first meeting with Romeo, their wedding, and their death. These dates are complemented by the birth dates of the stars of the Calendar, whose names are scattered on the cover, among the constellations, creating a kind of poetic firmament.

The many behind-the-scenes moments during the photo-shoots and filming, along with the characters and backstage stories of the 2020 Pirelli Calendar can be found online at the dedicated site [www.pirellicalendar.com](http://www.pirellicalendar.com), which also offers the chance to explore the over fifty-year history of The Cal™ with films, interviews, photographs, and hitherto unpublished texts.

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Visit [www.pirellicalendar.com](http://www.pirellicalendar.com).

*For the characters and backstage stories of the 2020 Pirelli Calendar, along with the background history of the over fifty years of The Cal™*

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*L o o k i n g*  
*for*  
**J U L I E T,**  
The 2020  
**P I R E L L I**  
C a l e n d a r,  
*Photographed*  
by  
P a o l o  
**R O V E R S I.**

Featuring, in alphabetical order:

**CLAIRE FOY**  
**MIA GOTH**  
**CHRIS LEE**  
**INDYA MOORE**  
**ROSALÍA**  
**STELLA ROVERSI**  
**YARA SHAHIDI**  
**KRISTEN STEWART**  
**EMMA WATSON**

Art direction and design by

**M / M ( P A R I S )**

Styling..... Ibrahim Kamara  
Hair Designer..... Julien d'Ys  
Make-up..... Thom Walker  
Set Designer..... Jean Hughes de Chatillon  
Casting Director..... Piergiorgio Del Moro

The scene is set in a foggy, fair Verona.

It's night, and if you listen closely, you can hear the ancient voices of enemies and lovers. I try to find a thread, a crack of light to guide me while looking for Juliet.

But this is not a play. It's like a casting for a dream, an old dream. The same dream I'm trying to capture every time I take a photograph, a dream in which the truth of love and beauty becomes visible.

I first read *Romeo and Juliet* as a teenager.

Growing up in Ravenna, not far from where the play is set in Italy, picturing the characters in their Renaissance setting came easy to me. Even though the play is written by an Englishman, I consider it an Italian story, a story of the ultimate romance.

It is a story of how love has the power to transform people, as in just four days Juliet goes from being an innocent girl to a rebel, a powerful woman—a revolutionary ready to make the ultimate sacrifice for love.

Juliet fell in love with the enemy, and I feel this is why the story continues to capture our imagination today. It symbolises how love has no borders or limits. It is a force beyond *everything*.

So, in my search for Juliet, I was looking for a pure soul, one filled with innocence, strength, beauty, tenderness and courage—all the qualities of a woman in love.

And I found glimmers of her in the eyes, gestures and words of Emma and Yara, Indya and Mia. In the smiles and tears of Kristen and Claire. In the voices and chants of Chris and Rosalía—and in Stella, the innocence.

Because there is a Juliet in every woman, and I will never stop looking for her.

## PAOLO ROVERSI, THE SEARCH FOR THE IDEAL JULIET

### **What was your reaction when they asked you to curate the photography for the new Pirelli Calendar?**

For years I'd fantasized about doing the Pirelli Calendar, because for a photographer it's like the holy grail, and I am very happy that this thing actually came into being. It's a dream project: Pirelli gives you complete freedom to unleash your ideas, along with every possible backing to enable you to realise something of the highest quality that will resonate all around the globe. I have seen nearly all the past Pirelli Calendars that came before this one: they are all amazing, each one created by photographers of world renown. Knowing this, obviously I was keen to do my absolute best for the project, given the calendar's tradition of utmost quality.

### **So what led you to this particular concept?**

Well, I wanted to create something that united the idea of beauty and love. The idea couples simplicity with high impact. Love and beauty have been intrinsic to my research for many years now. And it went without saying that, as an Italian photographer working for an all-Italian project, the story had to tie with Italy itself.

### **So this gave you the idea of searching for the "new" Juliet?**

Actually, there's no new or old Juliet... "Looking for Juliet" is basically the search for an ideal, it's chasing a dream, across the ages. It is the quest for the ideal woman who embodies femininity, the sweetness of love, and the combination of fragility and strength, shyness and rebellion... Juliet is all of these. The tragedy of her story conveys the shadowy border between dream and reality, between a tear and a smile, happiness and grief, good and evil; I've always been drawn to this fragile border, this almost ambiguous frontier. All my photography follows this subtle line of inquiry, and perhaps the beauty I am seeking, the mystery I'm trying to unravel, is that subtle line itself.

### **How about your choice of cast?**

I tracked down various women from different backgrounds and cultures, each one with a wholly different personal history. The result was this astounding cast of people from all corners of the world, and so it was no easy task organising the sessions, but thanks to the fantastic coordination skills of our casting director Piergiorgio Del Moro, everything fell into place. We enrolled actresses, singers, and artists of top calibre, each one bringing different talents and personalities who fully understood the project under way and were keen to take part in this Juliet adventure. By reading passages of Shakespeare's tragedy simply telling episodes of their own lives and careers, these individuals captured moments of unique emotion that left all those present enraptured.

**With so many women around, the figure of Romeo seems sidelined...**

Not true, Romeo is very present. He's essential to the story. Without Romeo there'd be no Juliet. And when they are united, they embody love itself. Theirs is a universal message of love and beauty, because to my mind beauty and love have no borders, whether cultural or religious. They are universal.

**Is there anything that particularly struck you while working on the Calendar?**

There were tons of surprises actually, and surprise plays a significant role in my work. The unexpected, the chance event, the gamble, are essential and ever-present components of the process. While working on the Calendar we shot a movie, which itself was full of exciting and unforeseen incidents.

**So your chosen celebrities also performed?**

Indeed they did: my "Juliets" were not just captured in the photos, they also acted in the film we shot on the photo sets in Paris and Verona, the birthplace of Juliet and where the calendar itself was presented. This idea of coupling the calendar with a movie is new, and so I was delighted to be involved: previously there were plenty of videos of what went on backstage, but mine is not behind-the-scenes footage, it's a film that runs parallel to the 2020 Pirelli Calendar, sharing its thematic material but via a different visual medium.

**In the end, did you find the Juliet you were looking for?**

I guess I'm still looking for her, and will never give up, because in truth Juliet is a dream and will never become a reality. And this is what makes her so appealing, her beauty and mystery. But I hope that the Juliets I offer here will make people dream.

## PIRELLI CALENDAR: PHOTOGRAPHERS, LOCATIONS AND MODELS

- 1964 Robert Freeman in Majorca, Spain  
*Jane Lumb, Sonny Freeman Drane, Marisa Forsyth*
- 1965 Brian Duffy in Monaco and on the French Riviera, South of France  
*Pauline Dukes, Annabella, Virginia, Pauline Stone, Jeannette Harding*
- 1966 Peter Knapp in Al Hoceima, Morocco  
*Shirley Ann, Sue*
- 1967 Not published
- 1966 Harri Peccinotti in Djerba, Tunisia  
*Ulla Randall, Elisa Ngai, Pat Booth, Jill La Tour*
- 1969 Harri Peccinotti in Big Sur, California
- 1970 Francis Giacobetti on Paradise Island, Bahamas  
*Alexandra Bastedo, Anak, Pegga, Paula Martine*
- 1971 Francis Giacobetti in Jamaica, Greater Antilles  
*Caileen Bell, Angela McDonald, Kate Howard, Christine Townson, Gail Allen*
- 1972 Sarah Moon at Villa Les Tilleuls, Paris  
*Suzanne Moncurr, Mick Lindburg, Boni Pfeifer, Inger Hammer, Magritt Rahn, Barbara Trenthan*
- 1973 Brian Duffy in London, United Kingdom  
*Erica Creer, Sue Paul, Nicki Howorth, Kubi, Nicky Allen, Jane Lumb, Kate Howard, Vida, Penny Steel, Kari Ann, Elizabeth, Vicky Wilks*
- 1974 Hans Feuerer in the Seychelles, Africa  
*Eva Nielson, Kim, Marana, Chichinou, Kathy Cochaux*
- 1975-83 Not published
- 1984 Uwe Ommmer in the Bahamas, Central America  
*Angie Layne, Suzy-Ann Watkins, Jane Wood, Julie Martin*
- 1985 Norman Parkinson in Edinburgh, Scotland  
*Anna, Cecilia, Iman, Lena, Sherry*
- 1986 Bert Stern in the Cotswolds, England  
*Julia Boleno, Jane Harwood, Louise King, Deborah Leng, Suzy Yeo, Beth Toussaint, Gloria, Joni Flyn, Caroline Hallett, Samantha, Juliet, Clare Macnamara*
- 1987 Terence Donovan in Bath, United Kingdom  
*Ione Brown, Colette Brown, Naomi Campbell, Gillian De Turville, Waris Dirie*
- 1988 Barry Lategan in London, United Kingdom  
*Hugo Bregman, Briony Brind, Victoria Dyer, Nicola Keen, Kim Lonsdale, Sharon MacGorian, Naomi Sorkin, Carol Straker*
- 1989 Joyce Tennyson at the Polaroid Studios, New York  
*Lisa Whiting, Nicky Nagel, Danielle Scott, Brigitte Luzar, Gilda Meyer-Nichof, Kathryn Bishop, Susan Allcorn, Susan Waseen, Rosemarie Griego, Akura Wall, Gretchen Heichholz, Rebecca Glen*
- 1990 Arthur Elgort in Seville, Spain  
*Laure Bogeart, Laurie Bernhardt, Christina Cadiz, Anna Klevhag, Florence Poretti, Debrah Saron*

- 1991 Clive Arrowsmith in France  
*Alison Fitzpatrick, Lynne Koester, Monika Kassner, Paola Siero, Nancy Liu, Katherina Trug, Jackie Old Coyote, Tracy Hudson, Rachel Boss, Carole Jimenez, Saskia Van Der Waarde, Rina Lucarelli, Susie Hardie-Bick*
- 1992 Clive Arrowsmith in Almeria, Spain  
*Alison Fitzpatrick, Julianne Davis, Judi Taylor*
- 1993 John Claridge in the Seychelles, Africa  
*Christina Estrada, Barbara Moors, Claudie*
- 1994 Herb Ritts on Paradise Island, Bahamas  
*Karen Alexander, Helena Christensen, Cindy Crawford, Kate Moss*
- 1995 Richard Avedon in New York, United States  
*Nadja Auermann, Farrah Summerford, Naomi Campbell, Christy Turlington*
- 1996 Peter Lindberg at El Mirage, California, United States  
*Eva Herzigova, Nastassja Kinski, Kristen Mc Menamy, Navia, Carre Otis, Tatjana Patitz*
- 1997 Richard Avedon in New York, United States  
*Honor Fraser, Ling, Cordula, Sophie Patitz, Ines Sastre, Waris Dirie, Anna Klevhag, Monica Bellucci, Gisele, Kristina, Tatiana, Irina, Jenny Shimizu, Marie Sophie, Brandy, Julia Ortiz, Nikki Uberti*
- 1998 Bruce Weber in Miami, United States  
*Tanga Moreau, Stella Tenant, Milla Jovovich, Carolyn Murphy, Eva Herzigova, Patricia Arquette, Shalom Harlow, Kristy Hume, Elaine Irwin Mellencamp, Georgina Grenville, Kiara, Rachel Roberts, Daryl Hannah. Guests: Dermot Mulroney, Fred Ward, Ewan Mc Gregor, Dan O'Brien, BB King, Sonny Rollins, Bono, Paul Cadmus, Francesco Clemente, John Malkovich, Kelly Slater, Kris Kristofferson, Robert Mitchum.*
- 1999 Herb Ritts in Los Angeles, United States  
*Chandra North, Sophie Dahl, Karen Elson, Michele Hicks, Carolyn Murphy, Shirley Mallmann, Laetitia Casta, Audrey Marnay, Elsa Benitez, Bridget Hall, Angela Lindvall, Alek Wek*
- 2000 Annie Leibovitz in Rhinebeck, New York, United States  
*Lauren Grant, June Omura, Mireille Radwan-Dana, Laetitia Casta, Alek Wek, Julie Worden, Jacqui Agyepong, Marjorie Folkman*
- 2001 Mario Testino in Naples, Italy  
*Gisele Bündchen, Aurelie Claudel, Karen Elson, Rhea Durham, Marianna Weickert, Fernanda Tavares, Angela Lindvall, Ana Claudia Michael, Liisa Winkler, Noemi Lenoir, Frankie Rayder, Carmen Kass*
- 2002 Peter Lindbergh in Los Angeles, United States  
*Lauren Bush, Erika Christensen, Amy Smart, Bridget Moynahan, James King, Shannyn Sossamon, Selma Blair, Kiera Chaplin, Brittany Murphy, Monet Mazur, Rachel Leigh Cook, Mena Suvari, Julia Stiles*
- 2003 Bruce Weber in Cilento and Paestum, Italy  
*Jessica Miller, Lisa Steiffert, Heidi Klum, Isabeli Fontana, Mariacarla Boscono, Natalia Vodianova, Karolina Kurkova, Sienna Miller, Alessandra Ambrosio, Rania Raslan, Bridget Hall, Sophie Dahl, Eva Riccobono, Yamila Diaz-Rahi, Filippa Hamilton, Valentina Stilla, Enrico Lo Verso, Alessandro Gassman, Tomasino Ganesh, Marcelo Boldrini, Jak Krauszer, Stephan Ferrara, Ajay Lamas*



- 2004 Nick Knight in London, England  
*Adina Fohlin, Amanda Moore, Jessica Miller, Natalia Vodianova, Karolina Kurkova, Mariacarla Boscono, Esther de Jong, Frankie Rayder, Liberty Ross, Dewi Driegen, Ai Tominaga, Pollyanna McIntosh, Alek Wek*
- 2005 Patrick Demarchelier in Rio de Janeiro, Brazil  
*Adriana Lima, Julia Stegner, Michelle Buswell, Erin Wasson, Marija Vujovic, Fillipa Hamilton, Liliane Ferrarezi, Valentina, Diana Dondoe, Isabeli Fontana, Naomi Campbell*
- 2006 Mert and Marcus in Cap d'Antibes, France  
*Jennifer Lopez, Gisele Bündchen, Guinevere Van Seenus, Kate Moss, Karen Elson, Natalia Vodianova*
- 2007 Inez and Vinoodh in California  
*Sophia Loren, Penélope Cruz, Lou Doillon, Naomi Watts, Hilary Swank*
- 2008 Patrick Demarchelier in Shanghai, China  
*Maggie Cheung, Agyness Deane, Lily Donaldson, Du Juan, Doutzen Kroes, Catherine McNeil, Mo Wan Dan, Sasha Pivovarova, Coco Rocha, Caroline Trentini, Gemma Ward*
- 2009 Peter Beard at Abu Camp/Jack's Camp, Botswana  
*Daria Werbowy, Emanuela De Paula, Isabeli Fontana, Lara Stone, Rianne Ten Haken, Malgosia Bela, Mariacarla Boscono*
- 2010 Terry Richardson in Bahia, Brazil  
*Daisy Lowe, Georgina Stojiljokovic, Rosie Huntington, Eniko Mihalik, Catherine McNeil, Ana Beatriz, Abbey Lee Kershaw, Marloes Horst, Lily Cole, Miranda Kerr, Gracie Carvalho*
- 2011 Karl Lagerfeld in Paris, France  
*Bianca Balti, Elisa Sednaoui, Freja Beha Erichsen, Isabeli Fontana, Magdalena Frackowiak, Anja Rubik, Abbey Lee Kershaw, Lakshmi Menon, Heidi Mount, Erin Wasson, Natasha Poly, Lara Stone, Daria Werbowy, Iris Strubegger, Jeneil Williams, Baptiste Giabiconi, Sebastian Jondeau, Brad Kroenig, Garrett Negg, Jake Davis*
- 2012 Mario Sorrenti in Murtoli, Corsica  
*Isabeli Fontana, Natasha Poly, Saskia De Brauw, Lara Stone, Joan Small, Guinevere Van Seenus, Malgosia Bela, Edita Vilkeviciute, Kate Moss, Milla Jovovich, Margareth Made, Rinko Kikuchi*
- 2013 Steve McCurry in Rio de Janeiro, Brazil  
*Isabeli Fontana, Adriana Lima, Sonia Braga, Marisa Monte, Elisa Sedanoui, Petra Nemcova, Hanna Ben Abdesslem, Liya Kebede, Karlie Kloss, Kyleigh Kuhn, Summer Rayne Oakes*
- 2014 Celebrations for the 50th birthday of the Calendar in Milan  
1986 Calendar by Helmut Newton, in Monte Carlo and in Chianti  
*Antonia Dell'Atte, Susie Bick, Betty Prado*
- 2015 Steven Meisel in New York, United States  
*Karen Elson, Anna Ewers, Isabeli Fontana, Gigi Hadid, Candice Huffine, Adriana Lima, Sasha Luss, Cameron Russel, Joan Smalls, Natalia Vodianova, Raquel Zimmerman*

- 2016** Annie Leibovitz in New York, United States  
*Yao Chen, Natalia Vodianova, Kathleen Kennedy, Agnes Gund e Sadie Rain Hope-Gund, Serena Williams, Fran Lebowitz, Melody Hobson, Ava Duvernay, Tavi Gevinson, Shrin Neshat, Yoko Ono, Patti Smith, Amy Schumer*
- 2017** Peter Lindbergh in Berlin, Los Angeles, New York, London and Le Touquet  
*Jessica Chastain, Penélope Cruz, Nicole Kidman, Rooney Mara, Helen Mirren, Julianne Moore, Lupita Nyong'o, Charlotte Rampling, Lea Seydoux, Uma Thurman, Alicia Vikander, Kate Winslet, Robin Wright, Zhang Ziyi, Anastasia Ignatova*
- 2018** Tim Walker in London, United Kingdom  
*Adut Akech, Adwoa Aboah, Alpha Dia, Djimon Hounsou, Duckie Thot, Jaha Dukureh, King Owusu, Lil Yachty, Lupita Nyong'o, Naomi Campbell, RuPaul, Sasha Lane, Sean "Diddy" Combs, Slick Woods, Thando Hopa, Whoopi Goldberg, Wilson Oryema Zoe Bedeaux*
- 2019** Albert Watson in Miami and New York  
*Laetitia Casta, Misty Copeland, Julia Garner, Gigi Hadid, Sergei Polunin, Calvin Royal III, Alexander Wang, Astrid Eika*
- 2020** Paolo Roversi in Paris and Verona  
*Claire Foy, Mia Goth, Chris Lee, Indya Moore, Rosalía, Stella Roversi, Yara Shahidi, Kristen Stewart, and Emma Watson*