

MaxMara

NATIONAL
YOUNGARTS
FOUNDATION

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NEW YORK, NY (March 2017): In January, the **National YoungArts Foundation (YoungArts)** kicked off its 36th anniversary with the organization's annual *Backyard Ball* Performance and Gala, which Max Mara sponsored for the third consecutive year. Reinforcing the brand's continued commitment to supporting the arts, especially within education and cultivating young talent, Max Mara celebrates the second annual **Max Mara Young Visionary Award** —an accolade reserved for an exceptional YoungArts winner at the highest financial award level of \$10,000. The award financially supports a young artist to develop their craft and aims to foster arts education and encourage young artists to pursue their dreams.

Max Mara is pleased to announce **Torrance Hall** as the **2017 Max Mara Young Visionary Award** winner. Hall is a photographer (17 years), and attends Deep Run High School in Glenn Allen, VA. He is interested in self-portraiture, self-exploration, the daily experience and masculinity within his practice. Driven by endless curiosity and his playfulness with texture, Hall is an extraordinary photographer who creates captivating images that evoke genuine emotion.

In celebration of the occasion, Maria Giulia Maramotti, Max Mara's US Retail Director and Granddaughter of the Founder, will attend and present the award to Hall during an in-store cocktail event on April 12th in the Max Mara boutique in the Miami Design District. An exclusive photograph from Hall's most recent photography series will also be on display.

The inaugural Max Mara Young Visionary Award winner was Javon Jones, 2016 YoungArts Winner in Dance (Detroit, Michigan).

Torrance Hall on his work:

"Throughout my work, I explore the relationship between the imagination, dreams and the everyday vision of human experiences with dark and fantastical narratives. With that, I often touch on the idea of masculinity and the process of growth and development, from adolescence to adulthood. I began to experiment with self-portraiture at a young age and today it is used in the majority of my work to place myself in past experiences and replace the words I once had that I could not fathom."

"I never would have thought that closing one eye would have expanded the world for me a little more."

MAX MARA

Max Mara is the premier collection within the Max Mara Fashion Group and is the epitome of Italian luxury and style. As a contemporary collection for the confident woman, consisting of opulent fabrications with couture details applied to ready-to-wear, Max Mara pieces embody femininity and craftsmanship. Symbolic for impeccable silhouettes with a timeless sensibility and constructed from the most luxurious fabrics, Max Mara is revered for the classification of the coat, sharp suiting and elegant accessories. Founded in 1951 by the late visionary, Achille Maramotti, Max Mara is now available in 2,668 locations in 100 countries. Max Mara Fashion Group counts 19 different collections. The company remains privately held.

Max Mara's support of fostering young talent within the next generation is reinforced through the brand's ingrained commitment to supporting the arts and education through various platforms, including a longstanding partnership with Women in Film and the Women in Film Max Mara Face of the Future Award, a collaboration with the Whitney Museum, biannual Art Prize for Women initiative and involvement with The Power Plant Contemporary Art Museum in Toronto.

NATIONAL YOUNGARTS FOUNDATION

The National YoungArts Foundation (YoungArts) was established in 1981 by Lin and Ted Arison to identify and nurture the most accomplished young artists in the visual, literary, design and performing arts, and assist them at critical junctures in their educational and professional development. Through a wide range of annual programs, regular performances, and partnerships with some of the nation's leading cultural institutions, YoungArts aspires to create a strong community of alumni and a platform for a lifetime of encouragement, opportunity and support.

YoungArts' signature program is an application-based award for emerging artists ages 15 – 18 or in grades 10 – 12 from across the United States. Selected through a blind adjudication process, YoungArts Winners receive valuable support, including financial awards of up to \$10,000, professional development and educational experiences working with renowned mentors—such as Debbie Allen, Mikhail Baryshnikov, Rebecca Walker, Plácido Domingo, Frank Gehry, Jeff Koons, Wynton Marsalis, Salman Rushdie and Carrie Mae Weems—and performance and exhibition opportunities at some of the nation's leading cultural institutions, including the John F. Kennedy Center for the Performing Arts (Washington, D.C.), The Metropolitan Museum of Art (New York), The Museum of Modern Art (New York) and New World Center (Miami). Additionally, YoungArts Winners are eligible for nomination as a U.S. Presidential Scholar in the Arts, one of the nation's highest honors for high school students who exemplify academic and artistic excellence.

YoungArts Winners become part of a thousands-strong alumni network of artists, which offers them additional professional opportunities throughout their careers. YoungArts alumni who have gone on to become leading professionals in their fields include actresses Viola Davis, Anna Gunn, Zuzanna Szadkowski and Kerry Washington; Broadway stars Raúl Esparza, Billy Porter, Andrew Rannells and Tony Yazbeck; recording artists Josh Groban, Judith Hill and Chris Young; Metropolitan Opera star Eric Owens; musicians Terence Blanchard, Gerald Clayton, Jennifer Koh and Elizabeth Roe; choreographers Camille A. Brown and Desmond Richardson; visual artists Daniel Arsham and Hernan Bas; internationally acclaimed multimedia artist Doug Aitken; New York Times bestselling author Sam Lipsyte; and Academy Award-winning filmmaker Doug Blush.

For more information, visit youngarts.org, facebook.com/YoungArtsFoundation or twitter.com/YoungArts. To watch a brief video about YoungArts, [click here](#).

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