

# M+B

20 YEAR PHOTO  
ANNIVERSARY



# MASSIMO VITALI

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## MASSIMO VITALI

As part of our 20th anniversary celebration, we're proud to revisit the work of Massimo Vitali—an artist whose panoramic photographs of beach life have become iconic in the gallery's history.

Since we first showed Vitali's work over 15 years ago, his sun-soaked vistas of Italian coastlines, island coves, and rocky inlets have offered a cool, clear-eyed view of collective leisure. At first glance, these images feel idyllic—crowds floating in aquamarine water, sunbathers splayed across white limestone, umbrellas blooming like candy-colored punctuation marks. But look closer, and a different kind of order reveals itself: one of quiet choreography, subtle social structures, and the strange beauty of the ordinary.

Vitali's camera never intrudes. Instead, it observes from a slight remove, revealing not just what people do in public but how they relate to one another in space—how bodies cluster, separate, repeat, and recede. These are democratic pictures: expansive, matter-of-fact, and rich with generational rhythm.

We return to his work now not only for its serene visual language, but because it reminds us how photography can capture the tempo of a place, the texture of a time, and the patterns of modern life as they unfold in plain sight.

Vitali's images remain as luminous and incisive as ever. We're honored to have been a part of his journey—and to continue sharing his work with you.





# MASSIMO VITALI

Massimo Vitali (b. 1944, Como, Italy) is internationally renowned for his large-scale color photographs that document contemporary leisure culture with a blend of critical distance and painterly beauty. Working with a large-format camera, Vitali captures densely populated beaches, ski resorts, and tourist destinations, rendering scenes that oscillate between voyeurism and sociological study. His compositions—sun-drenched panoramas teeming with figures—offer both a celebration and critique of modern life, highlighting themes of conformity, consumerism, and collective behavior.

Vitali began his career in the 1960s as a photojournalist for European magazines and news agencies. By the early 1980s, disillusioned with the medium's perceived limitations, he shifted to cinematography, working in television and film. In 1995, he returned to photography with a renewed purpose: to explore the intersection of people, place, and perception through expansive, meticulously detailed images. Though rooted in the beaches of his native Italy, Vitali's practice has since expanded to include coastal and urban scenes in Spain, Turkey, and beyond.

His work has been exhibited widely in major cities including New York, London, Tokyo, Vienna, and Rome, and is held in the permanent collections of institutions such as the Solomon R. Guggenheim Museum, the Museo Reina Sofía, and the Elton John Collection. Vitali continues to produce work that reveals the absurd, sublime, and often unnoticed structures of everyday life—inviting viewers to observe themselves from a detached, almost anthropological perspective.



Massimo Vitali | *Rosignano Milk Buzza*, 2020  
 chromogenic print with Diasec mount in artist frame  
 70 7/8 inches x 86 5/8 (180 x 220 cm) or 59 x 74 3/4 inches (150 x 190 cm)  
 edition of 6 plus 2 artist's proofs







Massimo Vitali | *SDT Island 3*, 2009  
chromogenic print with Diasec mount in artist frame  
70 7/8 inches x 86 5/8 (180 x 220 cm) or 59 x 74 3/4 inches (150 x 190 cm)  
edition of 6 plus 2 artist's proofs



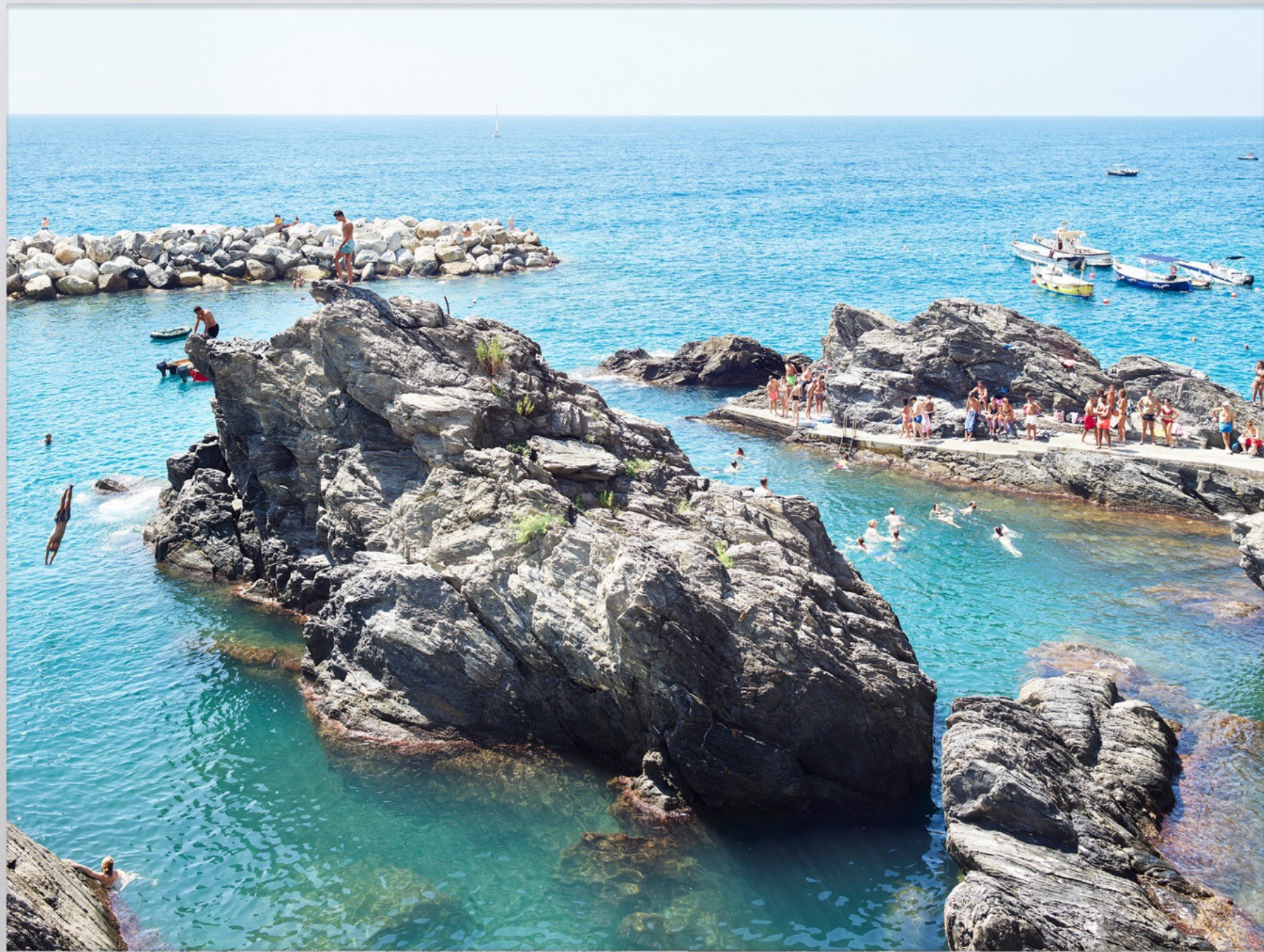






Massimo Vitali | *Camogli Boat*, 2021  
 chromogenic print with Diasc mount in artist frame  
 70 7/8 inches x 86 5/8 (180 x 220 cm) or 59 x 74 3/4 inches (150 x 190 cm)  
 edition of 6 plus 2 artist's proofs





Massimo Vitali | *Manarola Multi Jump*, 2020  
chromogenic print with Diasec mount in artist frame  
70 7/8 inches x 86 5/8 (180 x 220 cm) or 59 x 74 3/4 inches (150 x 190 cm)  
edition of 6 plus 2 artist's proofs









Massimo Vitali | *Vulcano Sea Ferry*, 2008  
 chromogenic print with Diasec mount in artist frame  
 70 7/8 inches x 86 5/8 (180 x 220 cm) or 59 x 74 3/4 inches (150 x 190 cm)  
 edition of 6 plus 2 artist's proofs





Massimo Vitali | *Monopoli Sunrise*, 2022  
 chromogenic print with Diasec mount in artist frame  
 70 7/8 inches x 86 5/8 (180 x 220 cm) or 59 x 74 3/4 inches (150 x 190 cm)  
 edition of 6 plus 2 artist's proofs





Massimo Vitali | *Chidro Esse*, 2020  
 chromogenic print with Diasec mount in artist frame  
 70 7/8 inches x 86 5/8 (180 x 220 cm) or 59 x 74 3/4 inches (150 x 190 cm)  
 edition of 6 plus 2 artist's proofs





Massimo Vitali | *Monterosso Photo Session*, 2021  
chromogenic print with Diasec mount in artist frame  
70 7/8 inches x 86 5/8 (180 x 220 cm) or 59 x 74 3/4 inches (150 x 190 cm)  
edition of 6 plus 2 artist's proofs









Massimo Vitali | *Foce del Serchio Couples*, 2020  
chromogenic print with Diasec mount in artist frame  
70 7/8 inches x 86 5/8 (180 x 220 cm) or 59 x 74 3/4 inches (150 x 190 cm)  
edition of 6 plus 2 artist's proofs





Massimo Vitali | *Livorno Le Vaschette Facing North*, 2020  
 chromogenic print with Diassec mount in artist frame  
 70 7/8 inches x 86 5/8 (180 x 220 cm) or 59 x 74 3/4 inches (150 x 190 cm)  
 edition of 6 plus 2 artist's proofs





Massimo Vitali | *Rosignano Multi-ethnic*, 2020  
 chromogenic print with Diasec mount in artist frame  
 70 7/8 inches x 86 5/8 (180 x 220 cm) or 59 x 74 3/4 inches (150 x 190 cm)  
 edition of 6 plus 2 artist's proofs









Massimo Vitali | *Marina di Massa Pontile dell'Amore Italia*, 2020  
 chromogenic print with Diasec mount in artist frame  
 70 7/8 inches x 86 5/8 (180 x 220 cm) or 59 x 74 3/4 inches (150 x 190 cm)  
 edition of 6 plus 2 artist's proofs





Massimo Vitali | *Manarola Paranco*, 2020  
 chromogenic print with Diasec mount in artist frame  
 70 7/8 inches x 86 5/8 (180 x 220 cm) or 59 x 74 3/4 inches (150 x 190 cm)  
 edition of 6 plus 2 artist's proofs



