

**PRESS RELEASE – 1 April 2014**

**Vernissage “All Our Yesterdays: Life Through the Lens of Europe’s First Photographers (1839 – 1939)”, 11<sup>th</sup> April – 2<sup>nd</sup> June 2014, Pisa Palazzo Lanfranchi**

*The great exhibition of early photography opens on Friday 11th April. The Museum of Graphics in Palazzo Lanfranchi will host international guests from all over Europe to celebrate the ribbon cutting, and to unveil the photographic masterpieces which are in the exhibition.*

Countdown is about to start: **All Our Yesterdays**, the great multimedia and photographic exhibition, will finally open in Palazzo Lanfranchi in Pisa, Friday 11<sup>th</sup> April.

Guests of the opening ceremony: the Major of Pisa and the Chancellor of Culture, representatives from the University of Pisa and the Museum of Graphics, together with the project’s partners coming from all over Europe to celebrate this exceptional event.

The program of the day begins early afternoon with the plenary meeting of the Europeana Photography project, devoted to digitize about 430.000 photographs with historical, artistic and cultural value belonging to the first 100 years of photography. The project, which includes many important archives, agencies and photo-museums, is co-funded by the European Union and in its latest review about the project’s progress and quality it was evaluated by the experts of the European Commission as “excellent”.



Among the initiatives of the project, **All Our Yesterdays** is the occasion to see how life was in Europe in the 19<sup>th</sup> and 20<sup>th</sup> centuries. The new born medium of photography framed faces and life in a period of great change, where horses and agriculture made way to, the machines and industrialization, where work and life were harder than nowadays and where no videogames and TV could entertained in the free-time. A period where there was war but also technological and societal progress; and although everyday life was different from how we know

it, joy and sorrow, stories and dreams turn out to have been strikingly similar to ours.

The vernissage is starting at 6 pm with speeches by the local authorities, the project’s coordinators and the representatives of Europeana , the great European digital library, which the project is so much linked to. The cocktail party and opening visit of the exhibition will then follow.

**All Our Yesterdays** is free entrance and is open until 2nd June; every Thursday and Sunday a digitization desk is available for digitizing the family pictures brought by the visitors (digitization service for free).

Learn more on [www.earlyphotography.eu](http://www.earlyphotography.eu)

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