“Having access to the rehearsal felt incredibly intimate. You’re witnessing something fragile and unfinished, carried by more than a thousand performers who are volunteering their time and energy. Coming from a fashion photography background, I approached the project with a strong fashion cut — focusing on silhouettes, textures, and how the costumes live on real bodies. I wanted the images to hold onto that humanity: shaped by effort, nerves, and generosity. My hope is that people can feel the care, the quiet excitement, and the shared commitment that exist just before something becomes a global spectacle"

—Giampaolo Sgura

Credits

Olympic Opening Ceremony Milano Cortina 2026
Creative Lead Balich Wonder Studio: Marco Balich
Costume Designer: Massimo Cantini Parrini
Hair and Make up: Simone Dominici, CEO Kiko

The exhibition was produced by the Olympic Museum and is presented at Palazzo Castiglioni within “Oltre il podio: scatti, storia e arte”, the MuseoCity exhibition celebrating its 10th anniversary. The project was led by the Olympic Museum, in collaboration with Fondazione Milano Cortina 2026 and Balich Wonder Studio.

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