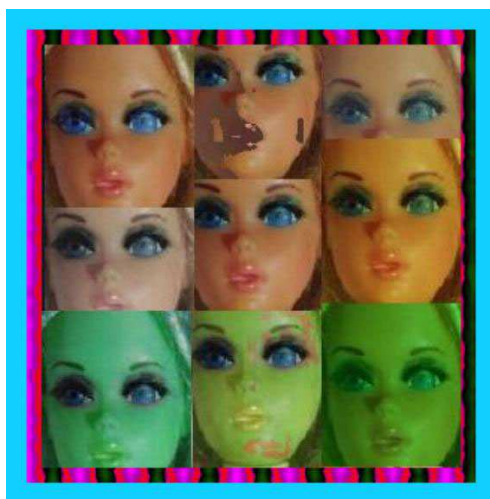


LE TAROT

*presents*

## **Story of Barbie: A vinyl society**



CURATOR

**DR. PAOLA AMADESI**

## **The Fifties**

Barbie started her adventure in the world in 1959. Before her birth, there was only Bild Lilli (1955), a German and brilliant girl, with high and voluminous breast, long legs and higher heels. Barbie's mother, Ruth Handler, bought the dolls rights and, together with her husband Elliot and a partner, Harold Mattson, founded Mattel, which started to produce Barbie doll. She was immediately a success: little girls had finally a three-dimensional doll, well shaped, that reflected young teens of the time, and their wardrobe. A dress for each occasion. The girls could comb the doll hair and dress her again and again. It was white America reflected in Barbie doll and her friends.

## **The Sixties**



During the first years on the Sixties, Barbie does not change a lot. But 1961 gives to her boyfriend: Ken. In 1964 everything changes with Miss Barbie, the only Barbie doll that closes and opens its eyes. The doll was sold wearing a pink bath suit, pink headgear on its head with painted hair, and three wigs. It was the first model that bended its knees. Miss Barbie blinks her eyes, changes color and style of her hair, and bend her knees: she's the è synthesis of the perfects girl to marry, and then to put among the stoves in the kitchen. In 1966 there was the American Girl, with bending knees and turning bust. She's got short fringed hair. In 1967 the scene belongs to Mod Barbie, Twist & Turn and 1969 Talking Barbie. The girl is more and more up to date: her breast is smaller, her legs bend, her bust twist and turns just as a dancing girl on the dance floor on the swinging London. The talking doll has short fringe and her hair tied aside

## **The Seventies**



Barbie conquers movement. Living Barbie is on a pedestal that helps her to move and make ever more complex movements. Her body has three mobile parts: turning bust and soft arms and legs completely loosen. Hair style is up to date, such those of Growing Hair Barbie, that hides in a hole of her head, a long lock, so that the hair could instantly grow and change from short to long. Busy Hand Barbie can even use her hands: by rotating her wrist, finger open and here's a new miracle, Barbie can hold her personal objects!



## **The Eighties**

First new of the Eighties: Black Barbie, first black Barbie doll. Before, black dolls were just Barbie friends (Christie and Cara), now, new Barbie master head, is that on the black one. She appears in a disco version, wearing a red flaming dress. When fashion design becomes everybody's trend, it time of Barbie Benetton of the Italian *griffe*. In the same years there are "Dolls of the World" series, Barbie changes her skin and wears typical dresses of the Nation she represents.

# Story of Barbie: a vinyl society.

## The exposition



The exposition is divided in sections each one representing a decade.  
Almost **180 dolls** are available and **a hundred of accessories and furniture**.

*For every section, each one with explicative explanation will be exposed:*

1. Barbie / Mattel dolls of the represented decade.
2. Original dresses.
3. Vintage furniture
4. Accessories
5. Related objects (doll cases, iron, society games) by Mattel

Every object has an explanation.

*The exposure needs:*

Room

Reliquary for the dolls and accessories.

**The exposition is by doctor Paola Amadesi, journalist and writer, member of Le Tarot Association.**

**SOME OF THE ACCESSORIES AND FURNITURE**



**Bike end of the Eighties**



**Vespa of the Eighties**



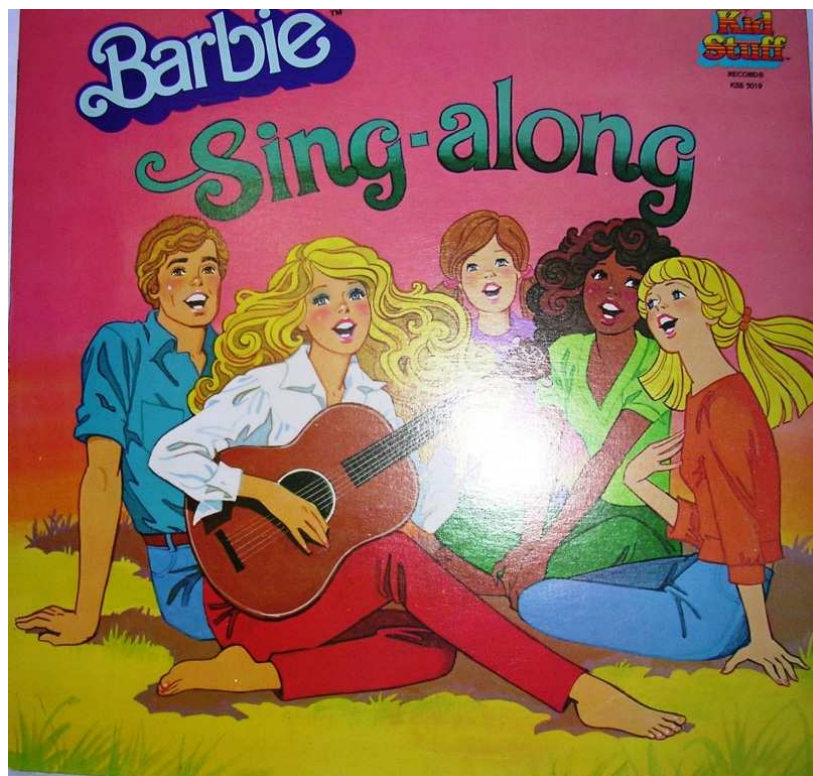
**Bathroom of the Seventies**



**Living room and kitchen of the Seventies**



Society game of the Eighties



Vinyl disc of 1981



**Doll case 1968**