

THE MYTH OF
SUPERHEROES
From ANTIQUITY to CONTEMPORARY ART



AN EXHIBITION BY

IN COLLABORATION WITH



expona



THE MYTH OF SUPERHEROES

From ANTIQUITY to CONTEMPORARY ART

Curated by

Eugenio Martera

Fabrizio Modina

Federica Montani

Project

Contemporanea Progetti, Florence, Italy

In collaboration with

Fondazione M-Cube, Torino, Italy

Organization

Contemporanea Progetti, Florence, Italy

Expona, Bolzano, Italy



expona
museum exhibition network

IN COLLABORATION WITH

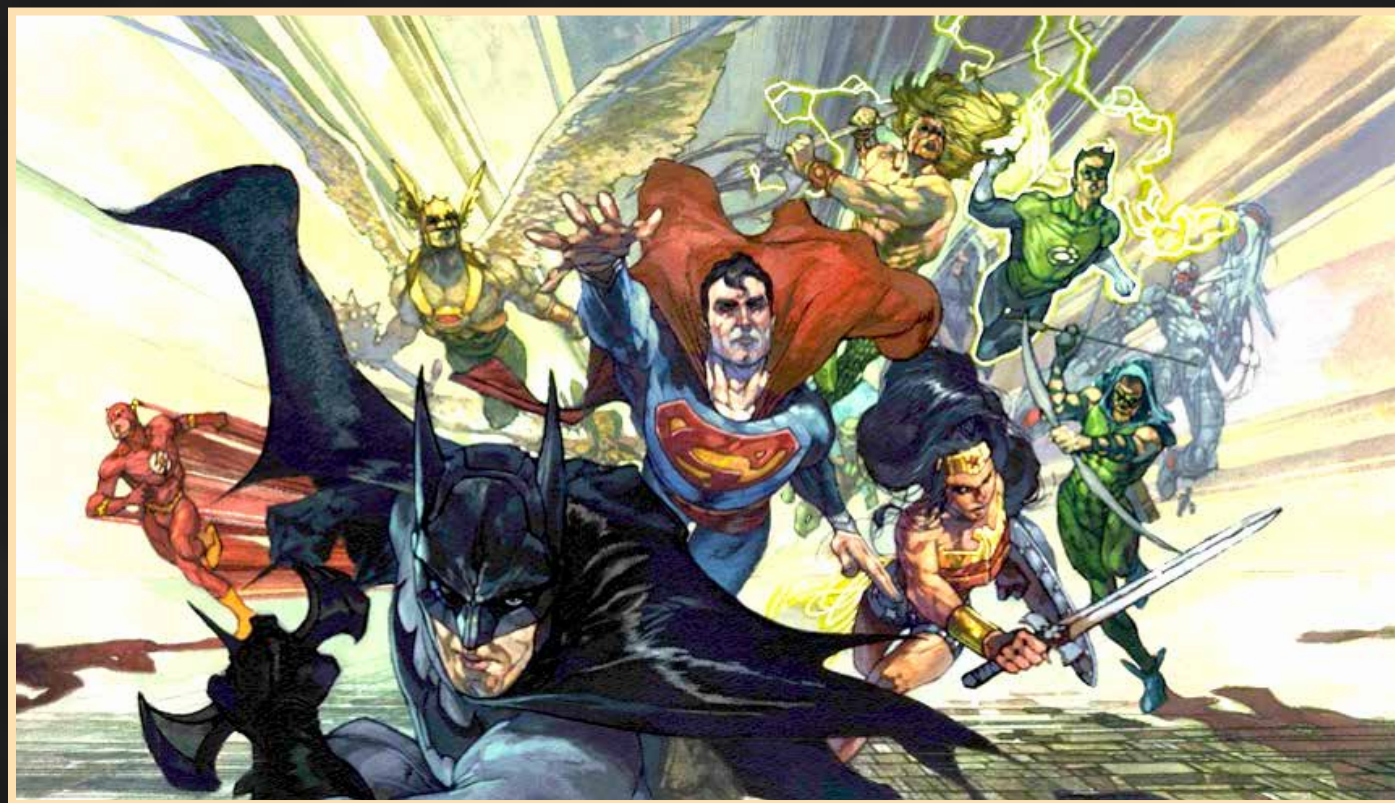


EXHIBITION CONCEPT & STRUCTURE

The MYTH OF SUPERHEROES is the first international travelling exhibition that aims at making visible the common thread linking the past, the present (and the future) of the myths.

It highlights the strict relation between ancient and modern mythology and presents a selection of all the forms of art involved in this mutual process. The different topics of the exhibition are developed through an exceptional selection of original objects: as the exhibition unfolds, archaeological artefacts dialogue with comics, drawings, animations, ancient dolls, and modern action figures, in a highly innovative exhibition pathway for adults and children.

The exhibition is developed into 8 main sections in which the display of the objects is presented through a series of graphic and educational panels, video and video-projections interactive devices and suggestive environments where visitors get lost and find themselves again immersed in the incredible universe of their favourite Superheroes.



Drawing of Justice League of America

Simone Bianchi
2021
Private Collection

INTRODUCTION

The Hero

SECTION 1

The Myths in Time and Space

SECTION 2

Mythological Metamorphoses

SECTION 3

Proto-Superheroes

SECTION 4

Powers and Typologies

SECTION 5

Cinema, TV & Music

SECTION 6

Artists & Authors

SECTION 7

Comics

SECTION 8

Dolls & Action Figures

EXHIBITION PROJECT

TIES BETWEEN PAST, PRESENT AND FUTURE

“Nothing is lost, nothing is created, everything is transformed”: Lavoisier’s postulate finds its perfect application to the gradual process of evolution that has brought the myths and legends of yesteryear into the modern world, modifying their costumes without changing their original essence. Direct heirs of gods and heroes of distant eras, the Superheroes represent essential vehicles for the transmission of universal values, sentinels of a world more and more fragile, and in need of protection and solace.

The invention of Superman in 1938 paved the way to a new universe of wonder and awe, populated by almost-divine creatures or brave men determined to do their best to preserve ideals such as justice and peace. Their enemies embody the most despicable and obscure creatures that humanity has ever generated, waking nightmares feeding on death and crime, creating continuous challenges aimed at measuring the values of heroes in leotards who are determined to never give up.

The exhibition invites you to explore this incredibly imaginative world, where men and women are able to fly, read minds, control time and magnetic fields, climb walls and manipulate magic. Everything is possible, and the only limitation is the unbridled imagination of the artists – writers and designers – who in some eighty years of history have created an artform. What began as entertainment meant for the youngest, has gradually turned into a unique form of art that has transcended the boundaries of the print media to arrive on television and in cinemas around the world.

From Hercules to Superman, from Amazons to Wonder Woman, from Mercury to Flash, legends change their appearance, but remain faithful to their original mission to guide new generations towards a better, brighter future, where action and battle are the flip side of a coin that calls for morality and responsibility.

In a journey through time, the exhibition reconstructs the evolution of the characters in relation to the real world, from their inception and original powers to the emergence of the action figures, the original comics and trophies that have made their stories neo-mythology. Around the world, many countries have made their contribution to the Superheroes, offering different and contrasting visions, adding pieces to a now planetary mosaic and evidence of a common response without borders.

Tribute to the authors that imagined and created this universe and to the artists who in turn, were inspired, are the background of this enthralling experience with no limits of age and cultures. It is also an in-depth analysis of universal themes with several levels of interpretation, symbols of an innate need to dive into that “sense of wonder” that has fascinated humanity since the beginning of time.



The Myth of Superheroes. 09.2024 - 02. 2025, San Diego, California, USA

INTRODUCTION

THE HERO

What are the distinguishing features of a hero? Strength, bravery, dedication, courage?

If historical iconography depicts the hero and the heroine as individuals in perfect physical condition, able to challenge entire armies, and to lift inconceivable weights; today, instead, within our extremely hedonistic culture, the value of a hero cannot be measured in relation to the size of his muscles. What rather distinguishes a hero from a common man is a strong desire for justice and equity, a push towards glory judged on his sacrifices and on his tenacious temperament. A hero is not a hero if he is not moved by a solid moral and, most of all, by a total dedication for the greater good. Aware of his role as a model to follow, the hero builds his existence firmly rooted on his integrity.

The message that the hero – and this exhibition – wish to convey is easy: superpowers are not necessary for being a superhero; everyone can become one by changing the world around them through small, daily acts of solidarity, understanding and respect.

This is how this journey starts: with a thorough reflection on the figure of the Hero.



HERCULES, the Strongest of All Men SUPERMAN, the Greatest of all Superheroes

Son of Jupiter, Lord of the Gods, and of the human Alcmena, **Hercules** is the strongest of all men and nobody can compare to him also in terms of stubbornness and determination.

After having won the twelve labors, Hercules was redeemed for his sins, and, leaving his mortal condition, was welcomed in the Olympus pursuant to his divine heritage.

His sturdiness and prowess have become the primary elements of the concept of superhero and, indeed, **Superman**, the greatest of the modern heroes and major heir of his fantastic progeny, absorbed them completely.



Hercules
Reproduction from *Ercole Farnese*
2024
Private Collection

Superman
2012
Private Collection

SECTION 1

THE MYTHS IN TIME AND SPACE

From the remote past, stories of men endowed with extraordinary strength and capable of legendary feats have been bequeathed. Incredible beings that mere mortals looked upon with respect and fear, have been narrated from generation to generation.

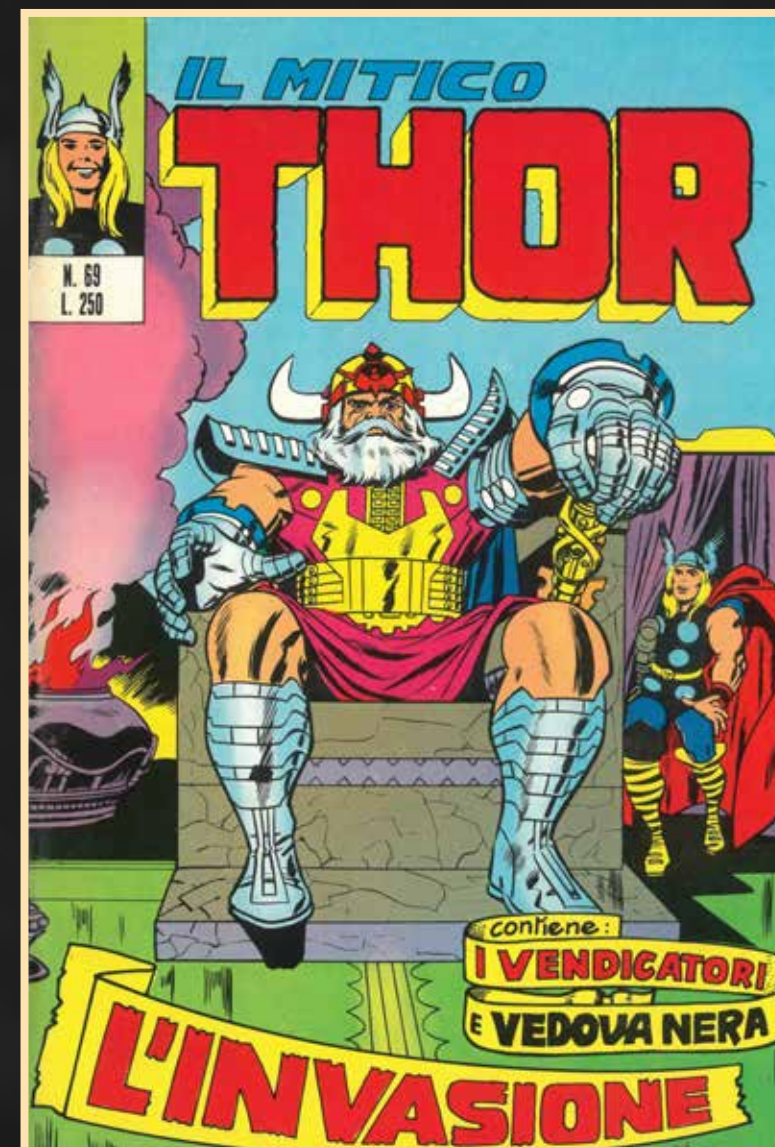
Beyond the backbone of the American Superheroes (Marvel and DC), almost each region of the world has given life to - less mainstream - characters with origins in the cultural, mythological, and religious traditions of their countries. From the mysteries and esoterism of Ancient Egypt to North European legends where bearded and mighty deities show up among humans, generating storms and chaos; from the fascinating tales of the Middle East, to the mysticism and iconography of Hindu myths. And even more, from the anthropological and mysterious inspirations of the Mayan, Aztec, and Incas civilizations, to the zoological heritage of Africa.

In this global panorama, the Eastern culture - Chinese and Japanese - has played such a fundamental role in the development of modern mythology that it has become the main source of inspiration for other topics conveyed in the Western world: from the Chinese traditional stories and symbols - the most known is the dragon, archetype of monsters, heroes, and even robots - and their martial arts.

A great multi-projection recreates a world map where the visitor discovers the incredible crossroads of confluence between different cultures and the ties between ancient and modern that gave life to the American, Eastern and Western Superheroes.

TOPICS

- Origins of the Superheroes in the World
- Ties between ancient cultures from all over the World and modern Superheroes
- Ancient Mythology and Modern Mythology



Comic Book Il Mitico Thor
1971
Editoriale Corno, Italy
Private Collection

SECTION 1 - The Myths in Time and Space: video projection



SECTION 1 - The Myths in Time and Space: video projection





COMIC BOOK
SUPER GOOF HAS A BRIGHT IDEA TO SHARE:
THE MYSTERIOUS DR. HYDENZKI! - No. 32
1972
Gold Key, U.S.A.
Private Collection

COMIC BOOK: TOM FIVE STRONG - BOOK 1
2008
America's Best Comics, U.S.A.
Private Collection

COMIC BOOK: I SUPREME - No. 1
1998
Buffy Comics, U.S.A.
Private Collection

COMIC BOOK
WITH BARTMAN'S SUPER COSTUME HE WAS THE BEST
1995
The Republic City, U.S.A.
Private Collection

COMIC BOOK: CAPTAIN CANUCK - No. 1
1986
The Republic City, U.S.A.
Private Collection

COMIC BOOK: BARTMAN - No. 1
1995
The Republic City, U.S.A.
Private Collection

COMIC BOOK: BARTMAN - No. 1
1995
The Republic City, U.S.A.
Private Collection

*The Myth of Superheroes. 09.2024 - 02. 2025, San Diego, California, USA
Comics, Private Collections*

SECTION 2

MYTHOLOGICAL METAMORPHOSES

Without any doubt, modern mythology is rooted in the epic and in the stories of the ancient Greek-Roman Gods and Heroes. The Olympians rule the sky, the earth and the sea like men and women with extraordinary powers, used for the sake of humanity. These are the roots of the Superheroes, half heavenly sons of a secular tradition which started as an oral tale and turned into a comic, conveying, in a popular form, values still relevant today.

This section aims at making visible the common thread that links the past with the present of the myths. Relevant Greek-Roman sculptures, representing some of the most known ancient mythological characters, are exhibited in this section, anticipating some of the most famous Superheroes thanks to the projection of their figures in the background. In this way, the present section intends to highlight the visible bond between different characters and their iconographic mutation: the mutual relationship between ancient and modern mythology is clearly outlined. Works of ancient art usually exhibited in museums of exclusive historical connotation, are here presented to a wider audience with the ultimate goal of stimulating their critical thought, curiosity and interest.



TOPICS

- The Greek-Roman Myth
- Greek Heroes and Modern Heroes
- Greek-Roman Gods

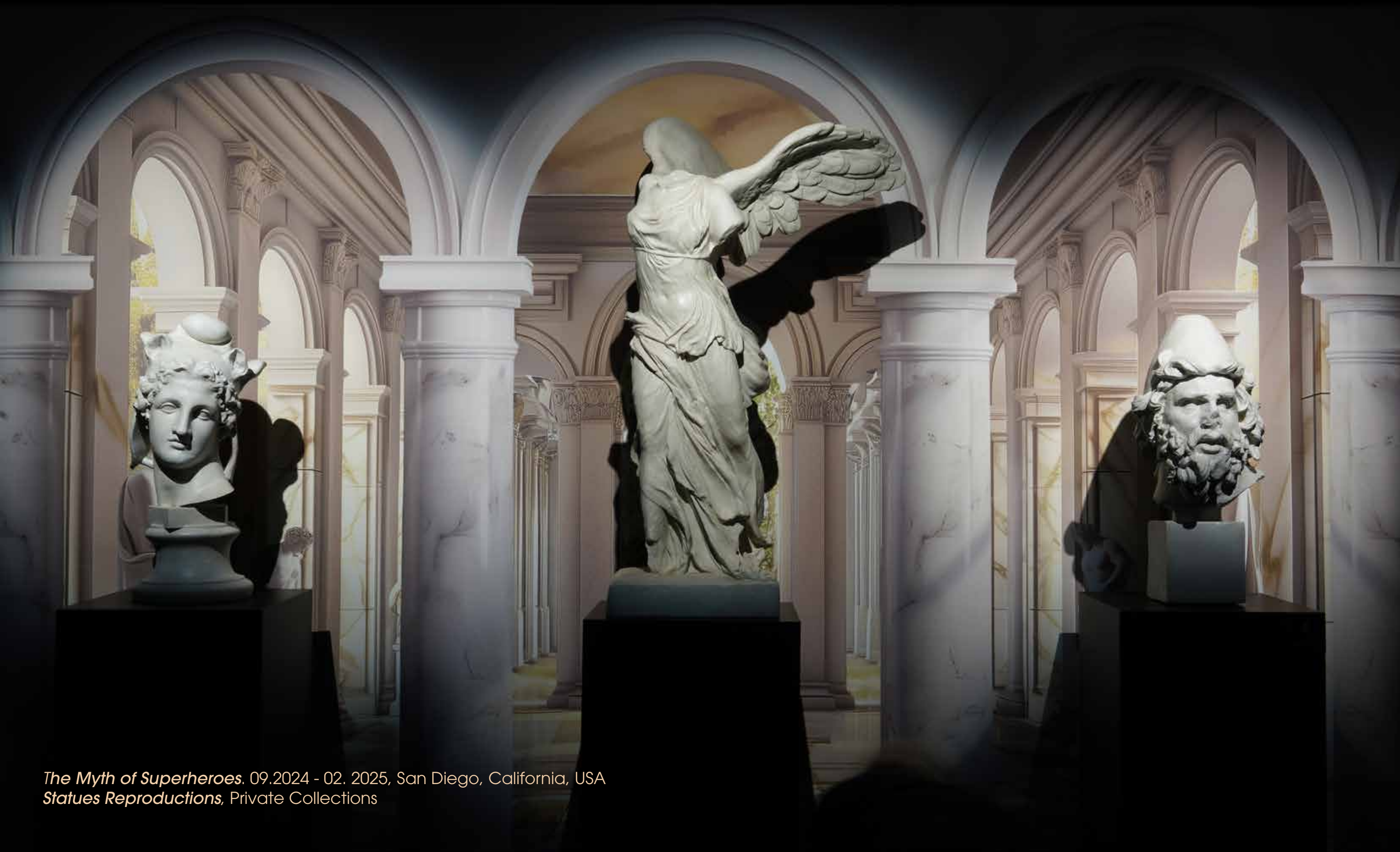


SECTION 2 - Mythological Metamorphoses: video projection





The Myth of Superheroes. 09.2024 - 02. 2025, San Diego, California, USA
Busts Reproductions, Private Collections



The Myth of Superheroes. 09.2024 - 02. 2025, San Diego, California, USA
Statues Reproductions, Private Collections

SECTION 2 - Mythological Metamorphoses: Educational Graphic Panels



GRECO-ROMAN PANTHEON

```
graph TD
    UR[URANUS] --- GA[GAIA]
    UR --- KR[KRONOS]
    GA --- RH[RHEA]
    KR --- RH
    KR --- DEM[Demeter]
    KR --- ZE[Zeus]
    KR --- HER[Hera]
    KR --- HES[Hestia]
    KR --- POS[Poseidon]
    KR --- HAD[Hades]
    ZE --- PER[Persephone]
    ZE --- ARES[Ares]
    ZE --- HEP[Hephaestus]
    ZE --- HEB[Hebe]
    ZE --- ERI[Eris]
    ZE --- ELE[Eileithyia]
    ZE --- SEM[+ Semele]
    ZE --- MAI[+ Maia]
    ZE --- DIO[+ Dione]
    ZE --- MET[+ Metis]
    ZE --- LET[+ Leto]
    ZE --- MNE[+ Mnemosyne]
    SEM --- DIO1[Dionysus]
    MAI --- HER1[Hermes]
    DIO --- APH[Aphrodite]
    MET --- ATH[Athena]
    LET --- APOL[Apollo]
    LET --- ART[Artemis]
    MNE --- MUS[Muses]
    ZE --- ALC[+ Alcmene]
    ZE --- DANA[+ Danaë]
    ZE --- LED[+ Leda]
    ALC --- HER2[Hercules]
    DANA --- PER[Perseus]
    LED --- DIOS[Dioscuri  
(Castor & Pollux)]
```

BROTHERS AND SISTERS

HESTIA/VESTA

VIRGIN GODDESS OF THE HOME AND THE HEARTH

Story: Elder sister of Zeus, first-born daughter of Cronus and Rhea, and known as the first goddess. Housed in the main building of each city was a brazier burning with the sacred fire of Hestia, never to be extinguished. When leaving their cities, Greek colonists would take a lit torch with them, the flame of which would be used to consecrate each new temple and building. This rite lives on today in the modern Olympics.

Emblems: Circle, cat.

Powers: Perceived as a living flame burning in the fireplace of a home and in the circular brazier present in the temple of every deity.

Protector of: The home, the hearth, and of all Greek cities.

DEMETER/CERER

GODDESS OF THE EARTH, FERTILITY, AND THE HARVEST

Story: When Hades abducted her daughter, Zeus attempted to reconcile his two siblings, proposing an agreement: Persephone would spend six months with her husband, Hades, in the Underworld and six months with her mother on Earth. This is the origin of the cycles of seasons; when Persephone is on Earth, Demeter is happy, causing spring and summer, and when Persephone is in the underworld, Demeter is sad, causing fall and winter.

Emblems: Wheat, poppy, torch, pig.

Powers: Fertility of the earth and the cycle of the seasons.

Protector of: Farmers and cults in which members would meet in secret and perform ritual known only to them.

HERA/JUNO

QUEEN OF THE GODS, GODDESS OF MARRIAGE, COUPLES, AND THE FAMILY

Story: Sister and wife of Zeus, she was famous for her jealousy and vindictiveness towards Zeus's numerous lovers and the children he fathered with them; she was especially vengeful towards Heracles, Zeus's favorite son.

Emblems: Peacock, pomegranate, crown, lioness, cow, goose.

Powers: Shape-shifting, summon ferocious beasts, send mortals to the underworld, and physically transform her husband's lovers.

Protector of: Married women.

POSEIDON/NEPTUNE

GOD OF THE OCEANS AND OF ALL WATERS, AND SEA & EARTH-QUAKES

Story: Elder brother of Zeus. Married to the Nereid (sea nymph) Amphitrite with whom he fathered Triton; he was the father of more than 50 children by numerous lovers, including his niece Venus.

Emblems: Trident, horse, dolphin.

Powers: Summon powerful storms.

Protector of: Seafarers.

HADES/PLUTO

GOD OF THE UNDERWORLD AND THE AFTERLIFE

Story: One of the most powerful and feared gods and elder brother of Zeus. Hades abducted his beloved Persephone, daughter of his sister Demeter and Zeus, to take her with him to the Underworld. Demeter, enraged, abandoned Olympus and plunged the Earth into a deadly famine that required Zeus's intervention to save mankind.

Emblems: Helmet and cap of invisibility, scepter, serpent, Cerberus (three-headed dog, guardian of the entrance to the Underworld).

Powers: Receives the souls of the dead in the afterlife.

Protector of: The Underworld.

ZEUS/JUPITER

KING OF THE GODS, RULER OF MOUNT OLYMPUS, GOD OF THE SKY

Story: The youngest of the six children of the Titans Cronus and Rhea. He fathered more than 100 children with different goddesses, nymphs, and mortal women, but only six of his children were born from his sister and official wife Hera.

Emblems: Thunderbolt, scepter, oak tree, scales, eagle, bull.

Powers: Controls the weather (summons storms, throws thunderbolts, sends rain, snow, and hail, and clears the skies afterwards), can turn into anything he wishes (human, animal, or object).

Protector of: All men and their masters.



MERCURY, Messenger of the Gods FLASH

Chosen as one of the favorite sons of Zeus, Mercury is as fast as the wind, herald and messenger among gods and men, stealthy and lively, always fleeing. Hermes is the only god who has access to the Hades without limits, as he is in charge of guiding the spirits of the dead in the afterlife.

He is so rapid that he is invisible to the naked eye, and he wears a winged cap - petasos - and holds the caduceus, a short staff entwined by two serpents.

The 1940s' Flash, runner of the comics, takes inspiration from this god, and is later modernized as the scarlet sprinter at the end of the following decade.



Mercury
Reproduction from *Mercury*
2024
Private Collection

Flash Premium Format Figure
Private Collection

THE AMAZONS, Women Warriors WONDER WOMAN

The Amazons were a population of women committed to the art of war. Aeschylus quoted them in his tragedy "Prometheus Bound" and situated their city Themyscira in the lands of Anatolia. According to the tradition, the Amazons were ruled by two queens who separately managed the peace of the kingdom and the conflicts with the neighboring peoples. The legend says that to become excellent markswomen, and to hold the bow at best, they used to mutilate their right breast. Diana, Hippolyta's daughter, is the Amazon who came to our time to dispense justice and truth in the stubborn and "stellar" character of Wonder Woman.



Amazon

Reproduction from *Wounded Amazon*
2024
Private Collection

Wonder Woman Premium Format Figure

Private Collection

NEPTUNE, Lord of the Seas **AQUAMAN**, the Amphibian

Neptune is calm and peaceful, he can turn into storm and seaquake, and from the foam of the water where he swims with his dolphins, he created an animal, the horse, just for fun. His symbol is the trident and he is praised by sailors for the luck in fishing and generosity of the ocean. The undisputed Lord of the Seas, brother of Zeus and Ade, ruler of the wider element of earth.

The amphibians **Aquaman** and the prince Namor, the Sub-Mariner, are the modern Lords of Atlantis, and they are devoted to the millennial worship of Poseidon.

Neptun
Reproduction from *Neptune Fountain*
2024
Private Collection

Aquaman Premium Format Figure
Private Collection



SECTION 3

PROTO-SUPERHEROES

Before the appearance of Superman in 1938, comics were populated by brave and bold men preserving peace through technology and magic; benevolent specters wearing masks and exceptional devices to fight against criminals and mad scientists who wanted to conquer the world.

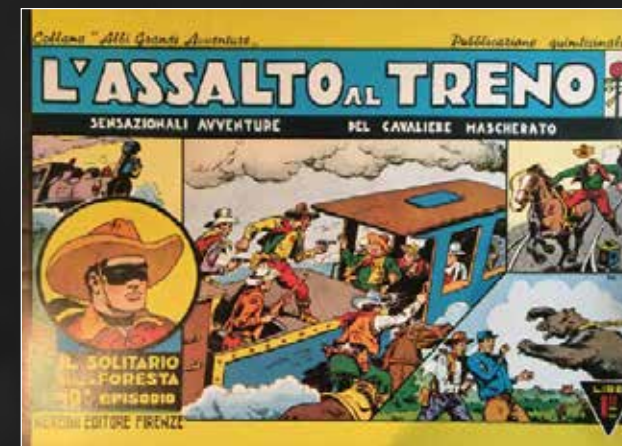
These characters were not yet known as superheroes but as “Mystery Men” who often wore brightly-colored tights and used ray guns with improbable designs.

Male proto-superheroes, such as Flash Gordon, The Phantom or Mandrake, made an entire generation of children dream, even though these dreams did not yet include females and other genders. Their comics are works of art from a fundamental period in the construction of the superhero.

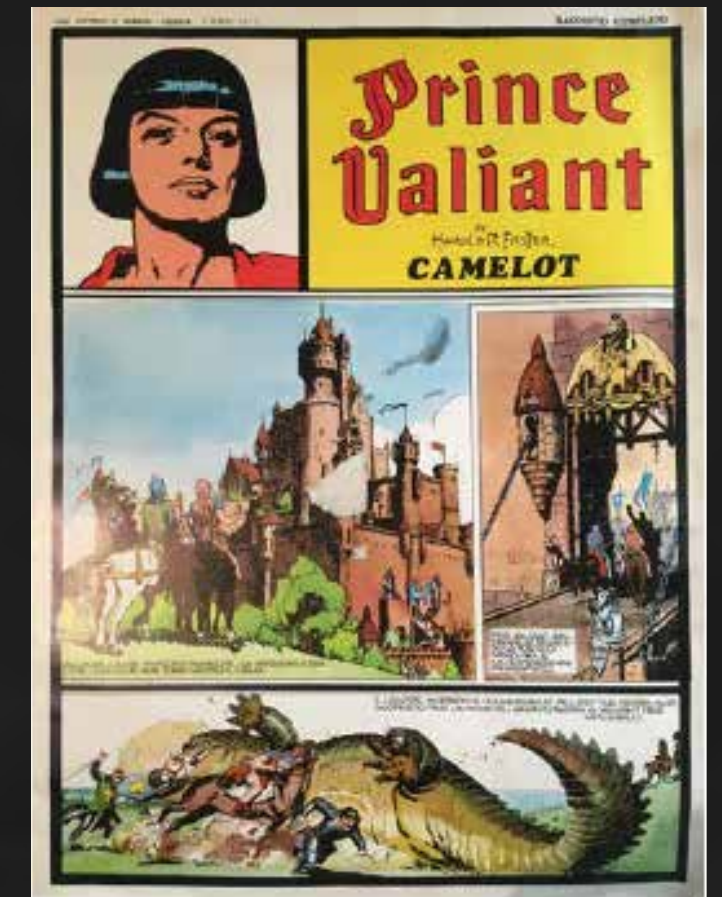


TOPICS

- Proto-Superheroes and Modern Superheroes
- Development of a Phenomenon



Comic books
from 1935 to 1977
Private Collection



SECTION 3 - Proto-Superheroes

TIMELINE

From 1938 to 2020, the history of the world is intertwined with the history of Superheroes: comics company blend together in a creative challenge going beyond the boundaries of time and space. The greatest world events compared to the most significant moments in the history of Superheroes comics.



SECTION 4

POWERS AND TYPOLOGIES

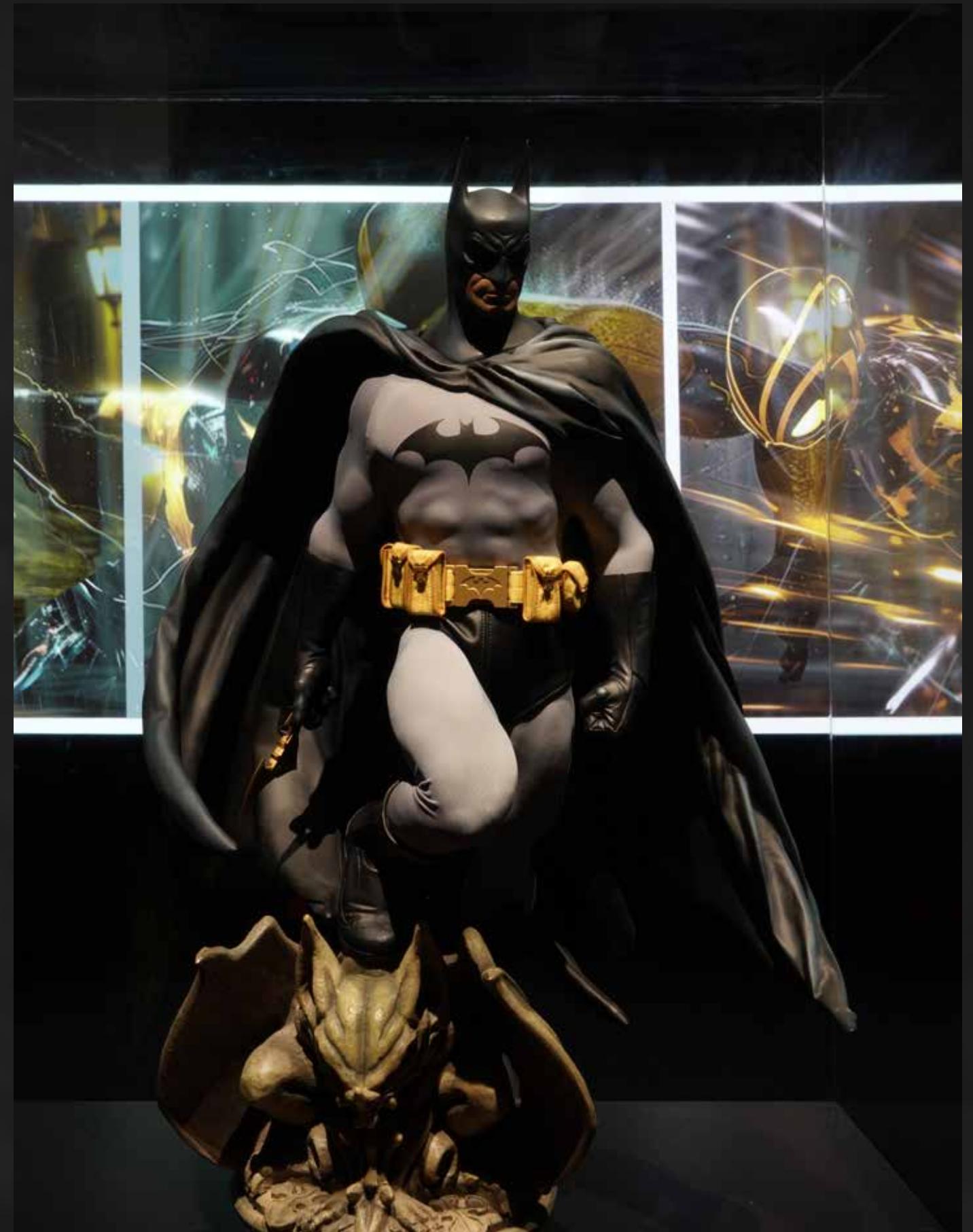
"With great power comes great responsibility"

But what is the nature of powers?

A series of graphics and video-projections guide visitors through the discovery of some of the most famous men and women with extraordinary skills generated by technology, genetic mutations, science flaws or divine and alien births.

Beyond toys, Superheroes embody the epic ideal of beauty and perfection, becoming the subjects of statues loved by collectors who celebrated their eternal artistic and historic value. Real works of art which, still today, bear witness to the enduring fascination that the world of Superheroes has embodied for over eight years.

Immersed in suggestive environments, this section is further enriched by an original selection of some of the most beautiful statues - in 1:4 and 1:6 scale - from producers and collectors around the world.



Batman Premium Format Figure

2015

Sideshow Collectibles, U.S.A.

Private Collection

NIX

AN TORCH
T RIDER

Fire



EN LANTERN
RAY
STORM
OPS

Beam

Iron Man Premium Format Figure

2014

Sideshow Collectibles, U.S.A.

Private Collection



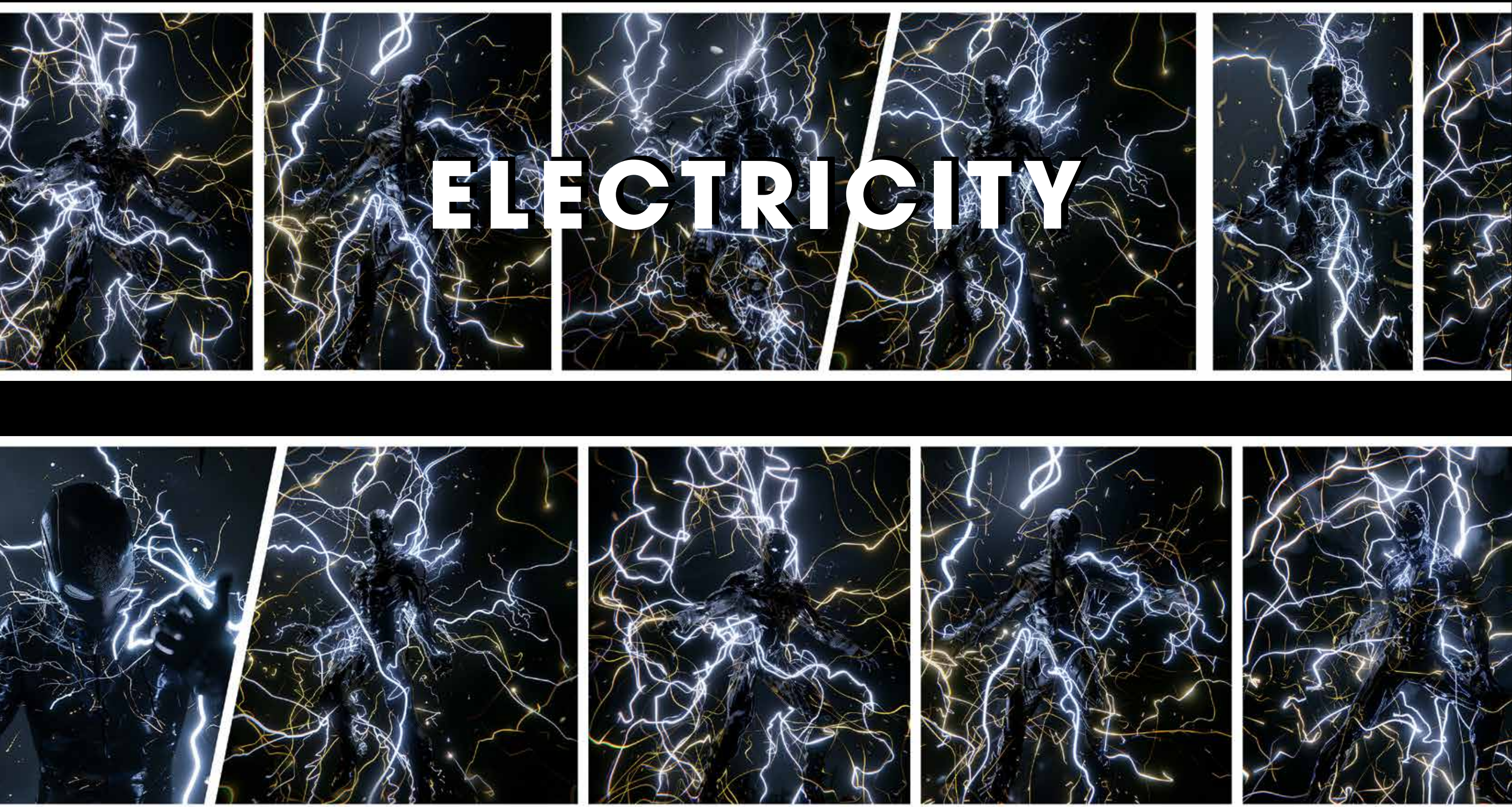
Spider-Man Premium Format Figure
2014
Iron Studios, Brazil
Private Collection

SECTION 4 - Powers and Typologies



Premium Format Figures
2013 - 2022
Private Collection





SECTION 4 - Powers and Typologies: video projection



SECTION 5

CINEMA, TV & MUSIC

From the debut of b/w cinema to the blockbuster of the last decade, Superheroes have overcome the two-dimensions of printed media, to conquer global audiences not interested in comics. Protagonists of a narration that fascinated Hollywood, the Marvel and DC characters were also the main subjects of historical tv series and high-quality cartoons, which contributed to the definition of their fame to a wide and inter-generational public over the decades.

In this section the visitor is immersed in a sort of cinematographic Gallery, where the main moments of the most famous Superheroes movies are collected and projected. From the first Superman to the most recent Marvel sagas....



TOPICS

- Birth of the Filmography of the Superhero
- Cinematographic Luck
- Discography
- TV Series

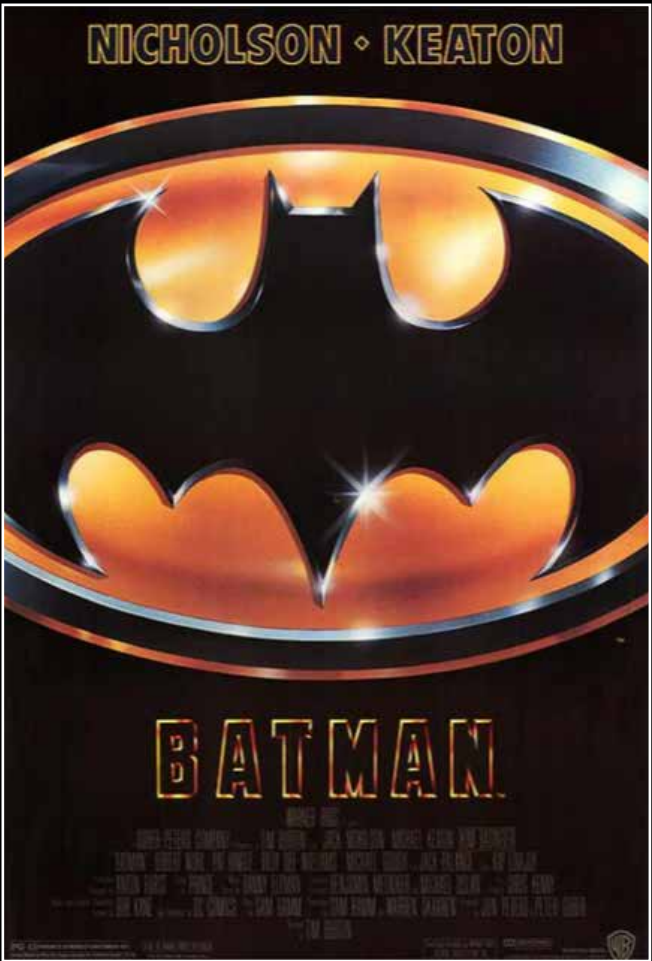


Teaser Poster Avengers
2012
Private Collection



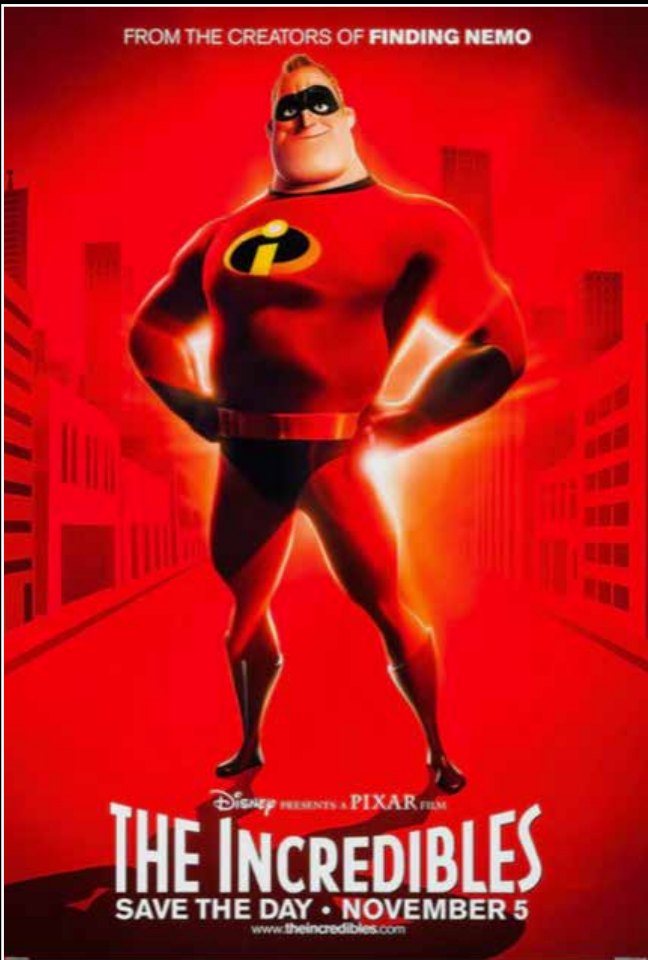
SUPERMAN
1978

SPIDER-MAN
2002

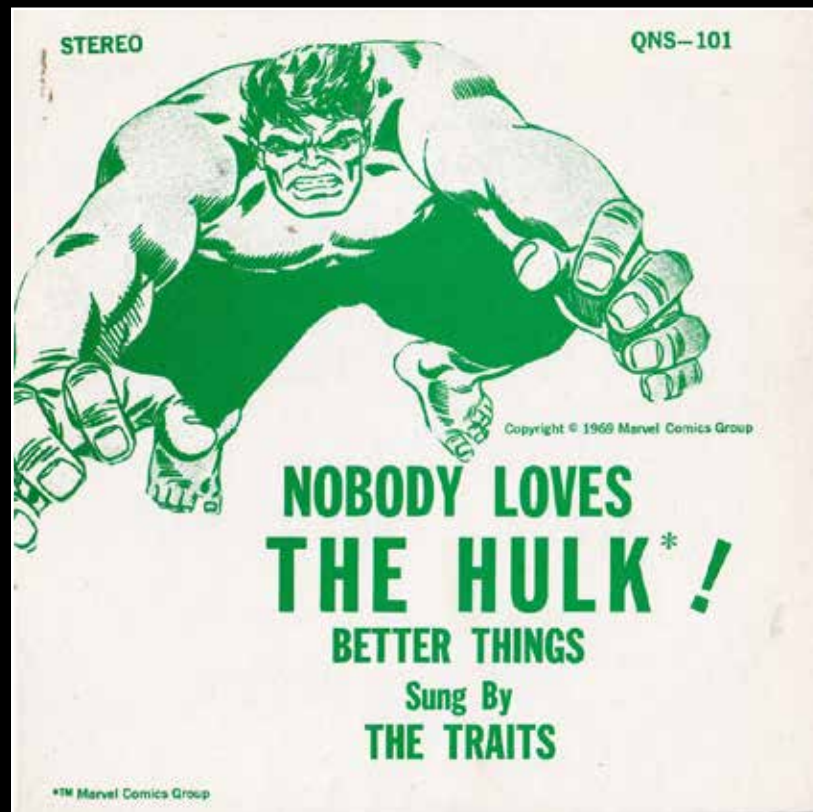


BATMAN
1989

THE INCREDIBLES
2004



SECTION 5 - Cinema, TV & Music



THE TRAITS

Nobody Loves The Hulk
1969

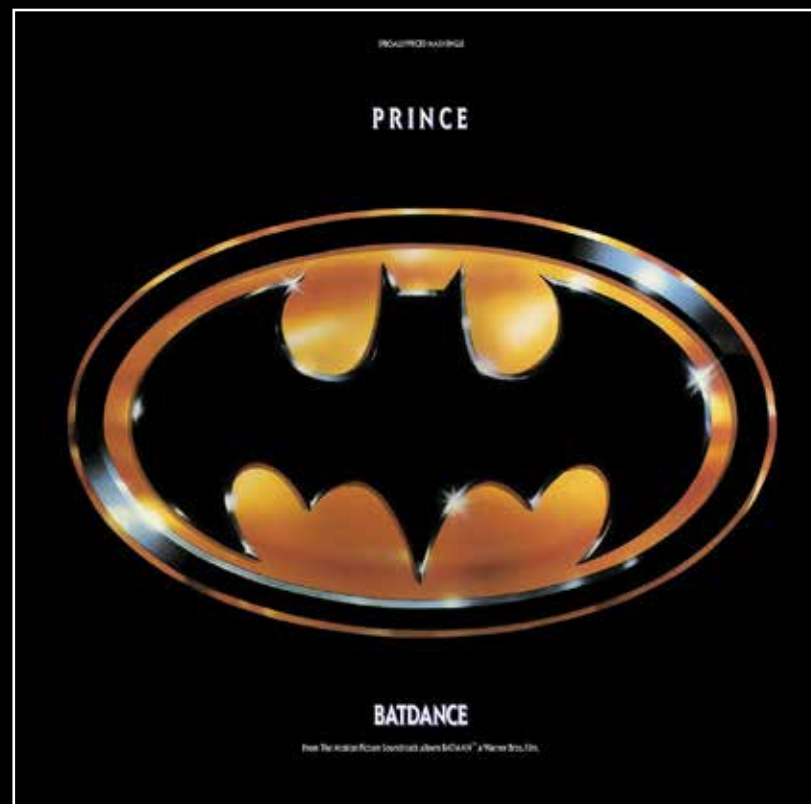


LAURIE ANDERSON

O Superman
1981

PRINCE

Batman
1989



883

Hanno ucciso
l'Uomo Ragno
1992



Vinyl Covers

from the 1960s to the 1990s
Private Collection

SECTION 6

ARTISTS & AUTHORS

A comic is the result of the work of several artists: a screenwriter, an illustrator, an inker, a colorist; and then the editor, the graphic designer who adds dialogues and manages the layout. A creative editorial process, more similar to a movie than to a book for the complexity of its production, which is rarely recognized as an independent form of art.

The comic book, though, is in no way inferior to painting, photography, or cinema. Some of the artists in this field are real legends celebrated for their visionary and innovative spirit, masters of pen and pencils who opened people's imagination to impossible universes, changing the life of entire generations of readers.

This section is totally dedicated to these figures, people who, through their creativity, imagination, and superb prowess, have given life to those characters that, for over eighty years, have been nourishing the curiosity and enthusiasm of millions of people. Names like Stan Lee, Jack Kirby, John Buscema, George Perez, Steve Ditko are just some of the great protagonists of this section, which wishes to homege them through an animated video and a unique selection of their masterpieces and original drawings, coming from some of the most prestigious private and museum collections.



TOPICS

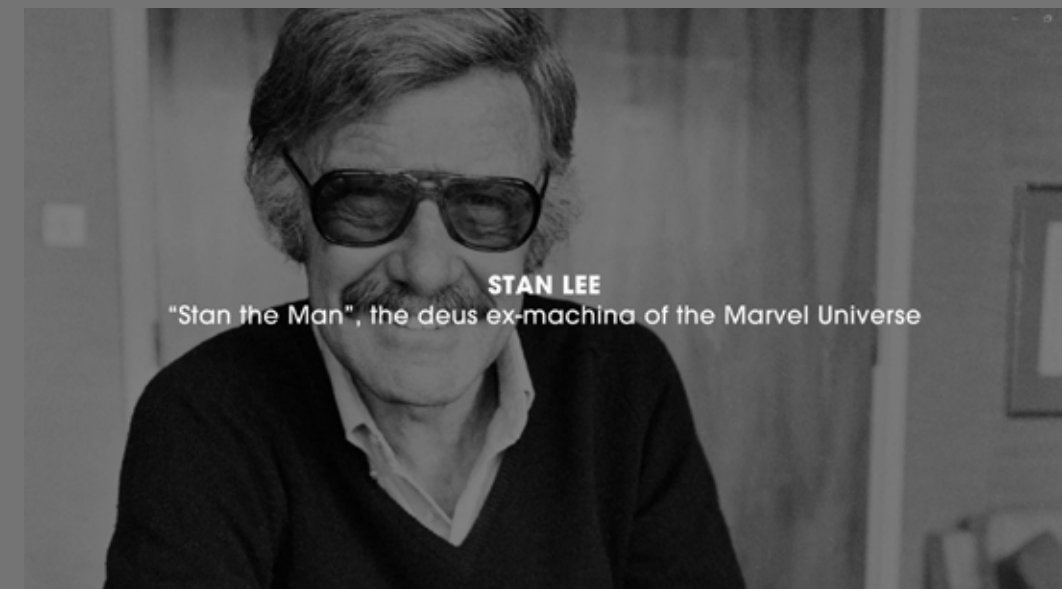
- Cartoonists: Artists and Authors
- Screenwriters
- Artists that Made History
- Influences in the Art of Comics



SECTION 6 - Artists & Authors: video projection



JERRY SIEGEL & JOE SHUSTER
The creators of Superman



STAN LEE
"Stan the Man", the deus ex-machina of the Marvel Universe

SECTION 6 - Artists & Authors



Drawing of Trinity

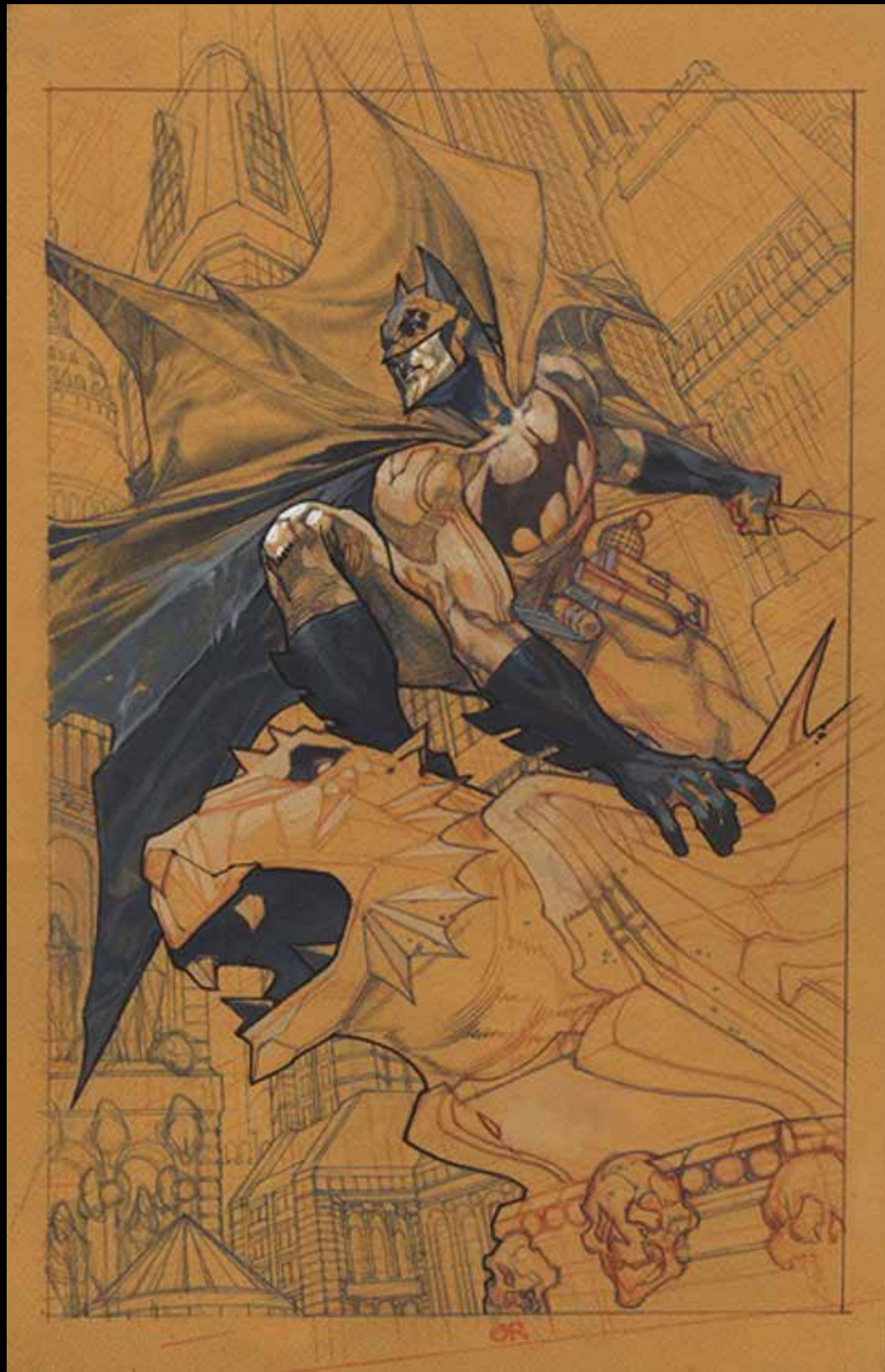
Simone Bianchi
2021
Private Collection



Drawing of Batman

Simone Bianchi
2022
Private Collection

SECTION 6 - Artists & Authors



Drawing of Batman on Gargoyle

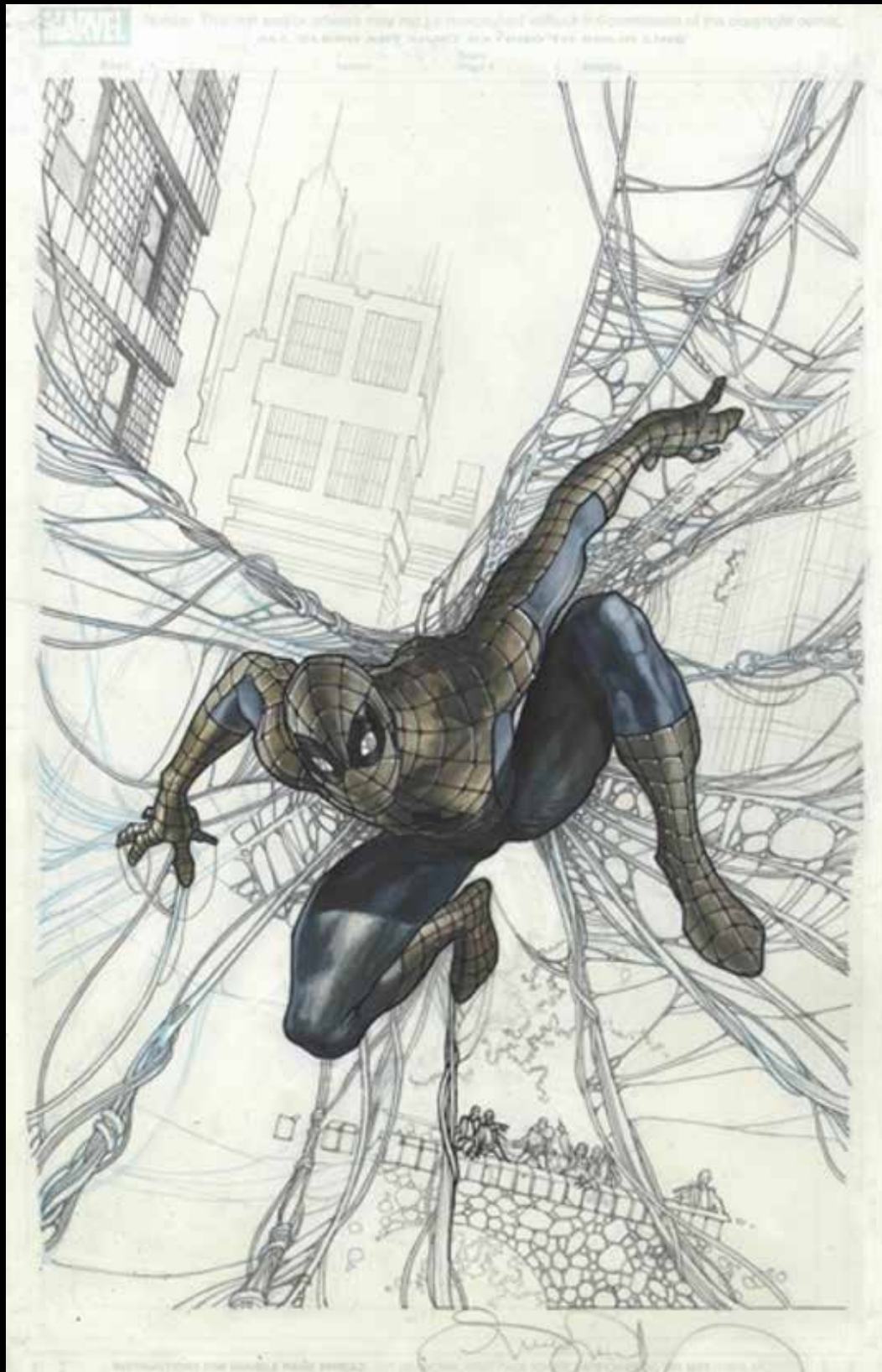
Simone Bianchi
2019
Private Collection



Drawing of Thor

Simone Bianchi
2011
Private Collection

SECTION 6 - Artists & Authors



Drawing of Spider-Man

Simone Bianchi
2017
Private Collection



Drawing of Wolverine vs Cyclops

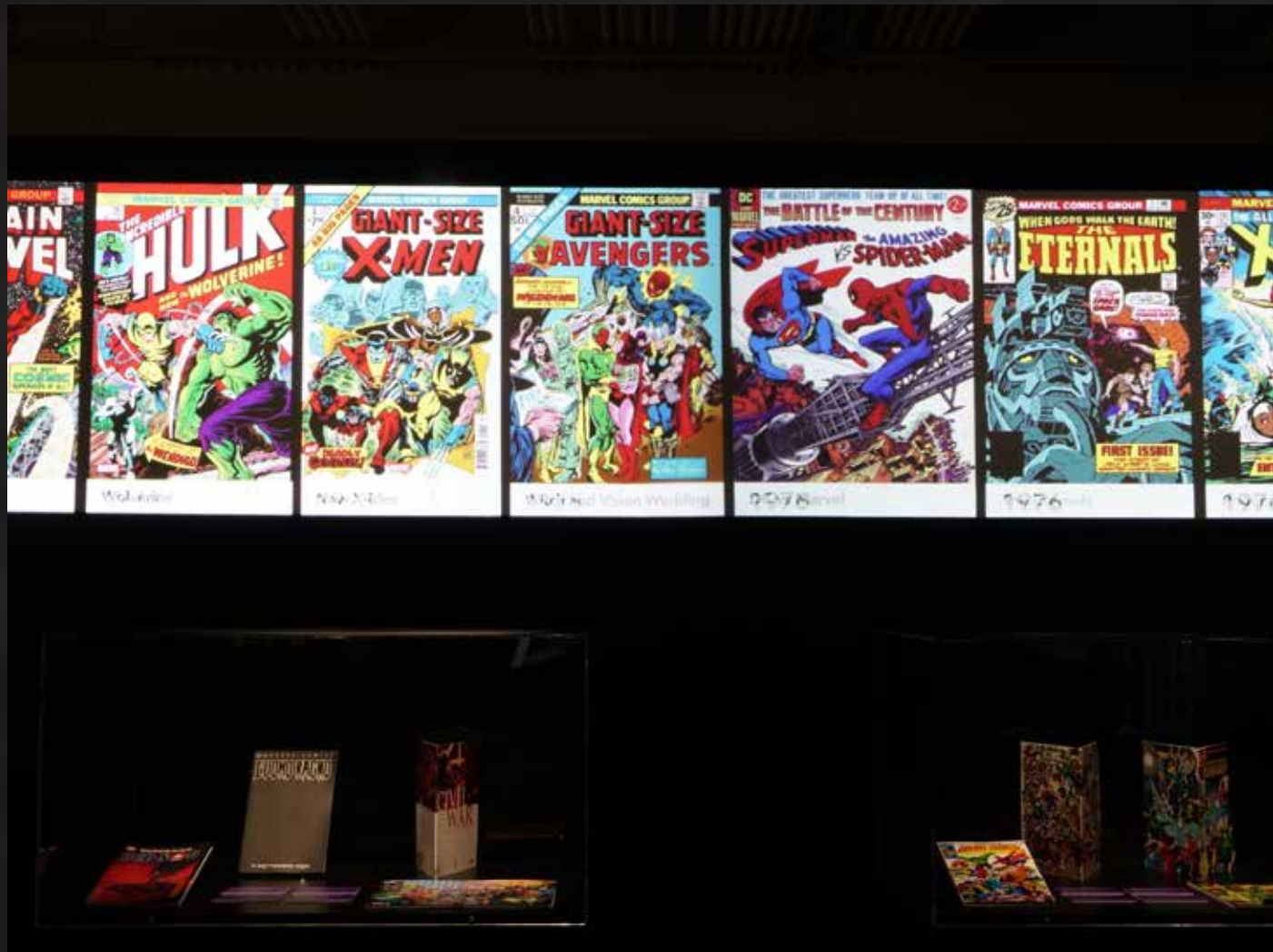
Simone Bianchi
2019
Private Collection

SECTION 7

COMICS

Created as humor strips at the bottom of newspapers, comics found their fortune from the 1930s, gradually becoming comic books mainly for children. From mass media to sequential art, comics developed as narrative media with surprising potential.

This section collects and presents one of the main highlights of the exhibition: a selection of original comics – in their original editions - drawing from prestigious private and museum collections, which bear witness to the most amazing events of the Superheroes.





COMIC BOOK
SUPERMAN: PEACE ON EARTH
1983
Play Press, Italy
Fabrizio Modina Collection



COMIC BOOK THE DEATH OF SUPERMAN
1993
DC Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK BATMAN: THE DARK KNIGHT
1986
DC Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK BATMAN: THE DARK KNIGHT
1986
DC Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK BATMAN: THE DARK KNIGHT
1986
DC Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK BATMAN: THE DARK KNIGHT
1986
DC Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK BATMAN: THE DARK KNIGHT
1986
DC Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK BATMAN: THE DARK KNIGHT
1986
DC Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK BATMAN: THE DARK KNIGHT
1986
DC Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK BATMAN: THE DARK KNIGHT
1986
DC Comics, U.S.A.
Fabrizio Modina Collection



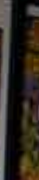
COMIC BOOK BATMAN: THE DARK KNIGHT
1986
DC Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK BATMAN: THE DARK KNIGHT
1986
DC Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK BATMAN: THE DARK KNIGHT
1986
DC Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK BATMAN: THE DARK KNIGHT
1986
DC Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK FANTASTIC FOUR #1 (1961)
2006 Reprint edition
Marvel Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK AMAZING FANTASY #1 (1961)
2006 Reprint edition
Marvel Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK STAR #1 (1961)
2006 Reprint edition
Marvel Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK SECRET #1 (1961)
2006 Reprint edition
Marvel Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK SECRET #1 (1961)
2006 Reprint edition
Marvel Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK SECRET #1 (1961)
2006 Reprint edition
Marvel Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK SECRET #1 (1961)
2006 Reprint edition
Marvel Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK SECRET #1 (1961)
2006 Reprint edition
Marvel Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK SECRET #1 (1961)
2006 Reprint edition
Marvel Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK SECRET #1 (1961)
2006 Reprint edition
Marvel Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK SECRET #1 (1961)
2006 Reprint edition
Marvel Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK SECRET #1 (1961)
2006 Reprint edition
Marvel Comics, U.S.A.
Fabrizio Modina Collection

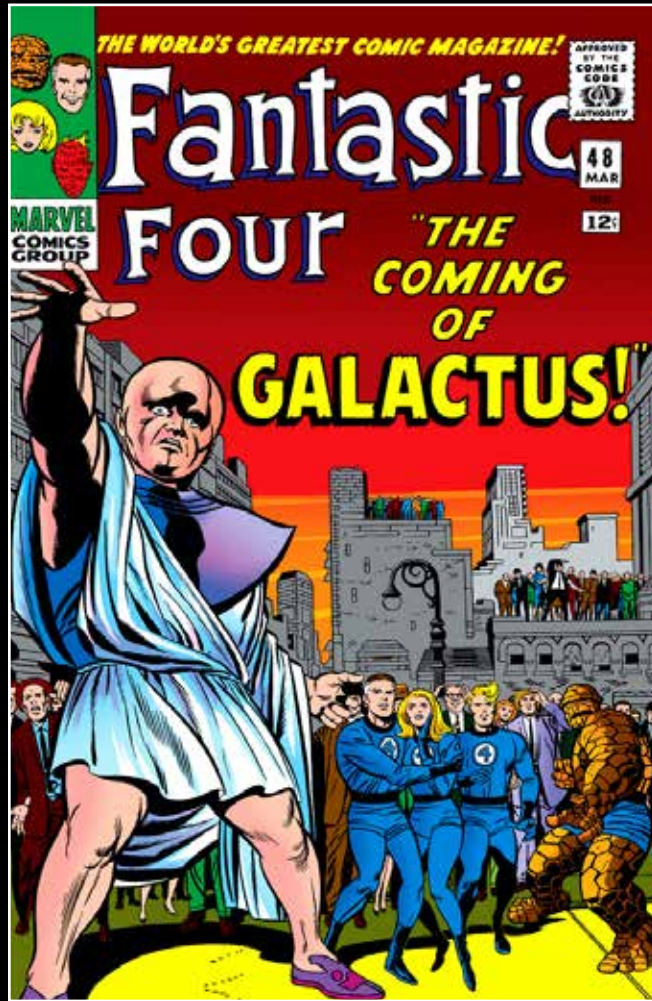


COMIC BOOK SECRET #1 (1961)
2006 Reprint edition
Marvel Comics, U.S.A.
Fabrizio Modina Collection



COMIC BOOK SECRET #1 (1961)
2006 Reprint edition
Marvel Comics, U.S.A.
Fabrizio Modina Collection

SECTION 7 - Comics



FANTASTIC FOUR #1 (1961)

2005 Reproduction
Marvel Comics/Toy Biz, U.S.A.
Private Collection

CRISIS ON INFINITE EARTHS #1

1990
Play Press, Italy
Private Collection

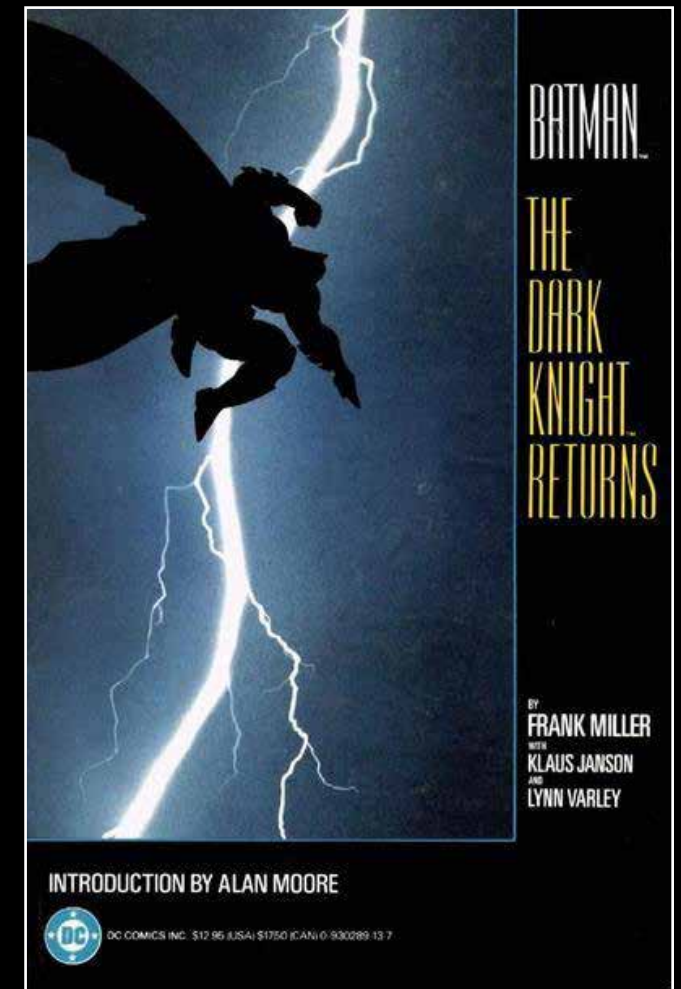


SECRET WARS #1

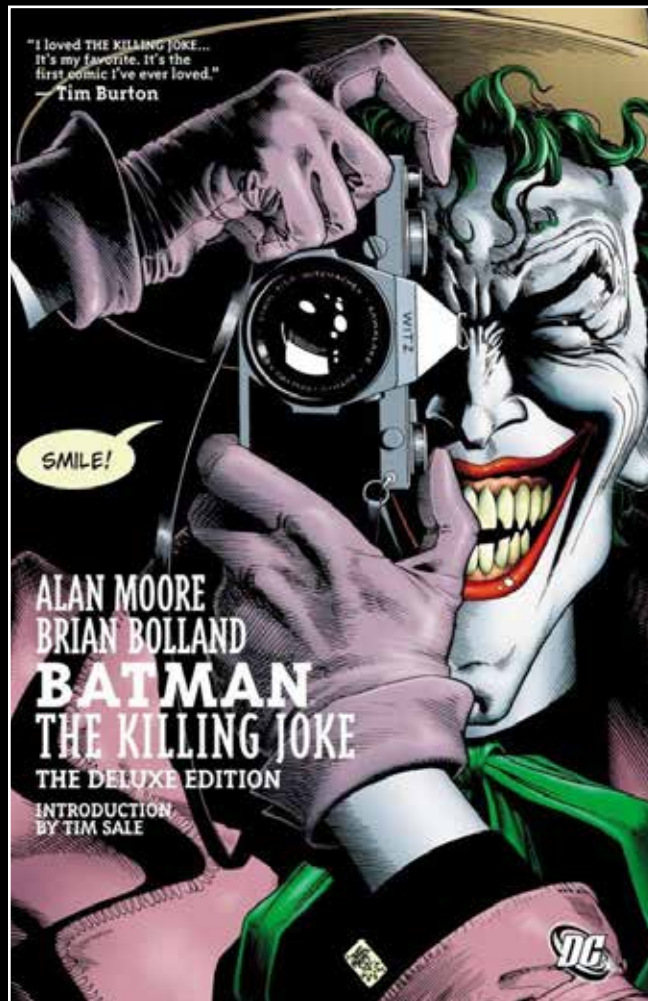
1990
Star Comics, Italy
Private Collection

BATMAN: YEAR ONE

2004
Play Press, Italy
Private Collection



SECTION 7 - Comics



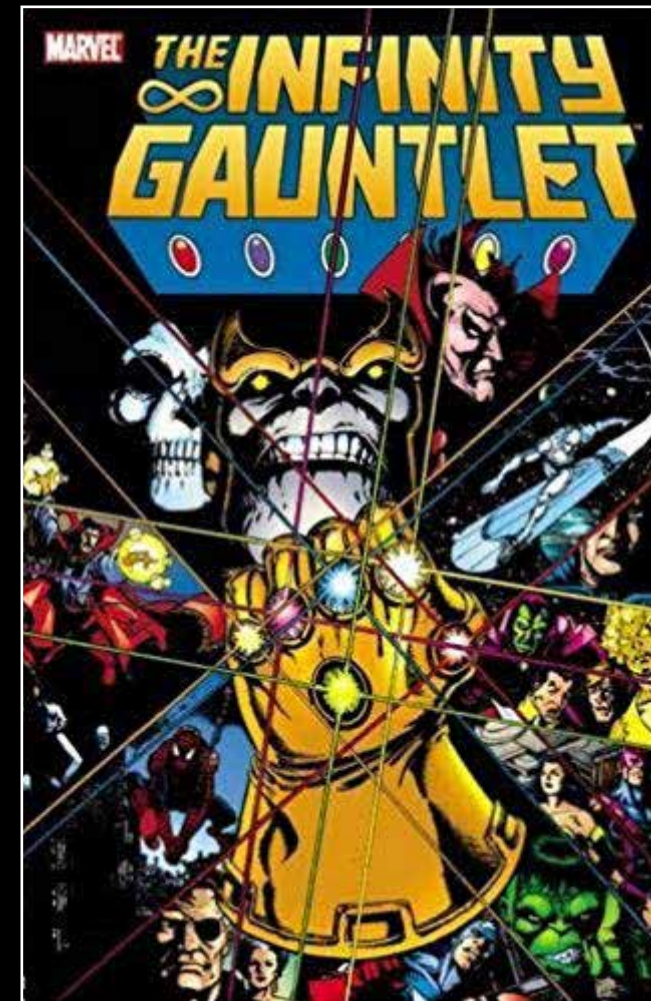
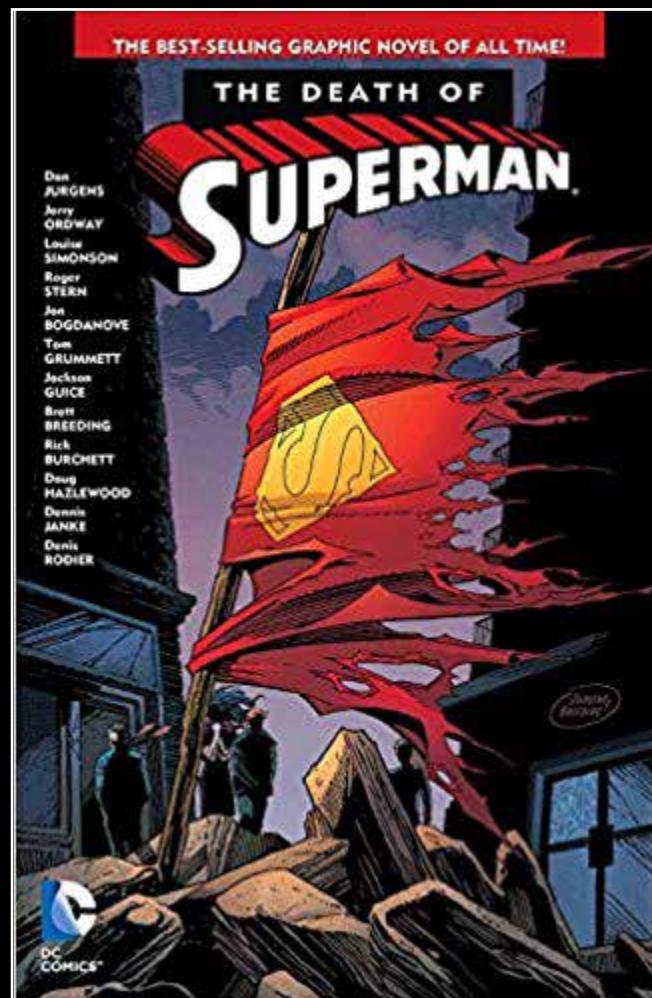
BATMAN: THE KILLING JOKE

1988
DC Comics, U.S.A.
Private Collection

Comic Books
from 1961 to 2012
Private Collection

THE DEATH OF SUPERMAN

1993
DC Comics, U.S.A.
Private Collection



THE INFINITY GAUNTLET #1

1993
News Market, Italy
Private Collection

CIVIL WAR VOL. I #1

2007
Marvel Italia, Italy
Private Collection



SECTION 7 - Comics: video projection



SECTION 8.1

DOLLS

For a 1970s child there was nothing more exciting than experiencing a thrilling adventure flying with Superman or climbing a skyscraper with Spiderman. Mego Corporation, a small toy design American company, understood this clamorous success and acquired the rights of the Marvel and DC Superheroes, realizing for the first time a series of plastic dolls, with vinyl heads and fabric suits. The “World’s Greatest Superheroes!” conquered the world – from 1972 to 1983 millions of specimen were sold and today they are among the most sought-a”er objects by collectors, considered, indeed, vintage icons of pop culture.

This section brings to light some original specimen from the 1970s, attesting to the first significant production that transformed the characters of comics into threedimensional toys.



SECTION 8.1 - Dolls



Dolls Mego Corporation
from 1978 to 2011
Private Collection

SECTION 8.2

ACTION FIGURES

From the 1980s Superheroes started circulating as action figures. The first ones were anatomically simple and then always more articulated, in a developing process that met art, design and the most innovative technologies. The Action figures became relevant means of communication of the world of Superheroes, told through changes in costume, different graphics, secret identities, friends, enemies, and all the information necessary to understand an extremely vast universe which continues to evolve in over eighty years of existence.

A room entirely dedicated to a precious three-dimensional archive of over two hundred of heroes drawing from an extensive private Italian collection – which counts almost a thousand of action figures. On display the best specimen that made the history of these characters: a truly suggestive setting, of an intense visual impact.



Action Figures
from 1999 to 2024
Private Collection

SECTION 8.2 - Action Figures



Action Figures
from the 1980s until Today
Private Collection



The Myth of Superheroes. 09.2024 - 02. 2025, San Diego, California, USA
Action Figures, Private Collection

SECTION 8.2 - Action Figures: video projection



Invisible Woman



Aquaman



Thor



Scarlet Witch

SELFIE AREAS

Enter the world of Superheroes and become one of them!
The impossible becomes reality using some imagination.



Through some classic cinematic tricks the visitor is invited to experience the thrill of the set getting involved by the most playful side of the comics. A selfie area to test your superpowers!



Selfie Areas





Contemporanea Progetti

Via del Campofiore, 106

50136 Florence, Italy

Tel. +39 055 6802474

www.contemporaneaprogetti.it

j_martinenghi@contemporaneaprogetti.it



Expona

Via Leonardo da Vinci, 2c

39100 Bolzano, Italy

Tel. +39 335 7294859

www.expona.net

alex@expona.net