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Article Headline: WHEN A PHOTO REVEALS THE SOUL OF NEW YORK

Name of Author/Critic: Eleonora Magnanelli

**Summary of the Article**:

The article reviews the photo exhibition “Rolling NYC” by photographer Gino Alejandro, organized by Valeria Orani

**Translation of the excerpt**

Photo exhibition “Rolling NYC” – strictly black and white. Photo shoots of everyday life, moments of the city that never sleeps. Piercing photos, sharp pictures that play with the street’s lights and shadows.

(…)

Valeria Orani, curator of the exhibition and founder of [Umanism NY](http://www.umanism.com/" \t "_blank) – a provider of services and strategies for the promotion of contemporary Italian talent – was immediately fascinated by the project. She believed in it and worked on it with all her passion. “When Piccolo Cafè involved me in Gino Alejandro’s exhibtion “Rolling NYC”, I entusiastically accepted at once. I perceived the spirit behind this photo exbition. This is not an isolated initiative but part of a bigger project driven by the noble spirit of patronage that characterizes Piccolo Cafè and its owners Michele, Alberto e Gianluca who are able to combine business with artistic production and talent".