Benoît Béthume in conversation with Saul Marcadent and Gabriele Monti
introduction Maria Luisa Frisa

Passioned by psychology as much as image, Benoît Béthume
launched in 2012 «Mémoire Universelle», an experimental book project
functioning as a subjective encyclopedia. For ten years, beside being
fashion editor for several magazines and brands, he worked closely to
fashion stylist and photographer Manuela Pavesi. He is now mostly
working as photographer and artistic director but still collaborates
closely with some brands as stylist.