

BABYWORLD: THE NEW FRONTIER IN CHILD-SIZE DESIGN

BabyWorld, the big news at Pitti Bimbo 67, is the area dedicated to design and infant care and culture. This totally unique project turns the spotlights on objects and designs for children, on the interaction between technology and fashions for the littlest set. This is a growing field and Pitti Immagine has decided to set up an annual rendezvous within Pitti Bimbo.

With a special setting for the Sala delle Grotte in the Monumental Area, architect **Alessandro Moradei** contrasts the room's stark, bare walls with the minimalist, contemporary look of the back-lighted white PVC dividers that serve as exhibition supports. Reflecting surfaces dominate the lounge area to highlight the contrast between the venue and Moradei's clean design.

BabyWorld, rounds out the Pitti Bimbo offering for children and young teens, once again proving the event's ability to perceive, understand and give shape to market demands and developments.

Here are the names of the very first edition of BABYWORLD:

AZUR, BABY PIU', Bébécár, DILI BEST, DOIMO CITYLINE KIDS, ESPRIT, HAUCK GROUP, I'COO, PICCI, WALT DISNEY.

MINIDESIGN

The event celebrating the first edition of *BabyWorld* is **Minidesign** an exhibition of objects and furnishing accessories for children by leading firms and famous international designers inspired by the "Me Too" collection launched by Magis in 2004. Curated by **Cristina Morozzi** – journalist, art director, and guiding light of the Nazionale Italiana del Design – the exhibit will showcase pint-sized versions of design classics such as the *Vanity Fair* armchair by *Poltrona Frau* and Philippe Stark's *Lou Lou Ghost* chair for *Kartell*, along with cult pieces such as the items by *Eero Arnio* for *Adelta*, items from children's collections by design-oriented firms such as *Magis* and *Driade*, as well as contemporary editions of traditional toys, soft cuddly stuffed animals by international designers such as *Donna Wilson*, *Thorsten Van Elten*, *Luca Nichetto*, *Andrea Branzi*, and *Matteo Ragni*.

"It is not so much an educational repertory, says Cristina Morozzi, "as furnishings and items for a child-size world that could even be used by adults who are young at heart". In a playful and witty setting in the Sala delle Grotte in the Monumental Area, designed by architect *Alessandro Moradei*, the objects are positioned on raised platforms or are attached to big springs hanging from the ceiling to create a sensation of motion.

And, to celebrate **BabyWorld and the Minidesign exhibit**, KARTELL and VOGUE BAMBINI present **LOU LOU GHOST NEL MAGICO MONDO DI KARTELLANDIA** (Friday, 27 June, from 4:00 to 6:00 p.m., Piazzale delle Ghiaia): a tribute to the famous chair Philippe Stark designed for Kartell with a child sized version of the same chair.



Here is a brief overview of the items featured at this first edition of *BabyWorld*:

- Bedroom sets and accessories for mobility characterize **Azur**. Items making their debut at *BabyWorld* include the *Cameretta Elefante* in white and pink lacquer with silver spray painted elephants playing with butterflies and mice, the *Cameretta Liberty* with its hand-sponged and patina finish done by expert Tuscan craftsmen and *Trix soleil*, carriage, car-seat and stroller with chrome-plated aluminum frames that can be opened and closed with one hand.

- Classic wood cradles with hoods and casters, bed linens, blankets, quilts and design objects for the little bedroom comprise the **Baby Più** collection inspired by traditional concepts of newborn babies. Silk, cotton, taffeta, macramé lace and embroideries are the fabrics and trims.

The strollers inspired by **Walt Disney** characters are produced by Hauck under a licensing agreement. The German firm's high technology and reliability harmonize perfectly with the lightness, colors and pure fun of the world's favorite characters. The new models include the pink stroller with Minnie and the black and red one with the Winnie The Pooh theme. Both are washable, lightweight, easily maneuverable, and fold-down.

- Dressers, cribs and cradles coordinated with the sheets, blankets, quilts, bumpers, etc. are the main items by **Dili Best**. Embroideries and patterns inspired by the magical world of the young make for a simple, modern look.

- **Esprit**, the international brand known for its lifestyle, has chosen *BabyWorld* to launch its new collection of strollers, carriages and car-seats. Fine design, safety and comfort, maximum practicality and technology, and high quality materials combine with the typical *Esprit* style in the new models, Cheeky Girl – pink and filled with little bears, Little Rebel in beige with charcoal trim and Flying E, in black with red detailing. Travel bags, car sets and everything you need for a quick change on the road complete the collection.

- On the international market since 1921, **Hauck** specializes in safety and technology for childhood mobility. Owner of the **I'coo** and licensee of the collections by Esprit, Rock Star Baby - designed by Tico Torres, the drummer in the Bon Jovi rock band, and Disney Baby, the German firm is here at *BabyWorld* with its latest items for the 2009 spring-summer season.

- The **I'coo** Pico 4 iPod is the revolutionary, new baby carriage. Created for moms and babies of the iPod generation the carriage has a dock station and speakers in the hood, so that baby can be comforted by music, fairytales or mom's voice during long walks or at "difficult" moments. The carriage comes in total white with orange trim or black with silver detailing. The ultra-weight structure can be easily handled with one hand and has five different positions – the absolute must for a new baby in the new season.

- **Picci** is the Tuscan firm that manufacturers would and wrought iron bedroom sets, cradles, thermal baby carrier bags, coordinated textiles for the bedroom and bath, and bath accessories. The novelties for the 2009 spring-summer season are the co-sleeper cradle that can be hooked onto the parents' bed thanks to the adjustable-height mattress and tilting sides and the new coordinated textiles in 100% organic cotton – not subjected to any chemical processes or treatments; the paddings are made with corn and all the items are allergy tested.

Florence, 27 June 2008