



PRESS

PITTI IMMAGINE UOMO

NEW BEAT(S) N. 6, A NEST OF NEW TALENTS AT PITTI IMMAGINE UOMO

NEW BEATS n.6 is a young creative workshop on the grounds of the Fortezza in an area that Pitti Uomo dedicates to **premières** and **debuts**. Here are the young, **upcoming designers** chosen by vigilant fashion scene scouts as the most interesting in style and product quality. Now they are meeting the international audience for the first time. Each brand can participate in New Beat(s) just once and then can move on to become a “regular” exhibitor at future editions of Pitti Immagine Uomo.

THE FASHION CAGE

For this edition **NEW BEAT(S)** will be **The Fashion Cage**, a cozy nest for **13** new research collections.

The setting-installation by **Marco Morosini**, one of the representatives of the Nazionale Italiana Design *aims at a theatrical* impact. The rooms in the Lyceum are suspended spaces, inspired by the world of birds – **full immersion into nature that tells the story of seasonal migrations and changes**. An impressive nest at the building’s entrance separates the inside from the outside, leading the visitor along a path marked by light points on the ground, and characterized by the self-propagating and luminous corn. In the center, a cage containing a huge gilded egg dominates the lounge-bar, the tasting area is devoted to cereal-based foods. The “common area” shared by 7 rooms, each of which is dedicated to one species from the white stork to the chaffinch, from the Northern lapwing to the Dupont’s lark.

A **sound system** carries the songs of the rooms’ species while the main hallway offers a mix of sounds projecting visitors into a harmonious concert of birdsongs. This is the natural habitat for 13 performances in avant-garde styles: a catalyst for brilliant ideas and new means of expression.

Marco Morosini, designer, graphic, artist and architect, art director for prestigious magazines works steadily with fashion and industrial firms. Since 2005 he has been putting his signature to exhibitions and showrooms for Ferrari and Maserati. He is one of the 22 members of the Nazionale Italiana Design that was officially presented at Pitti Living #2.

The **13** New Beat(s) collections are:

BOB (Italy)

A “styleful” series of a limited, numbered edition of hand-printed vintage polos decorated with period prints.

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CAPOGIRO FIRENZE (Italy)	The universe of headwear interpreted with a twist that transforms colors, details and original finishes into the chapters of a history of creativity.
CASCO (Spain)	The <i>Biker jacket</i> is the single, hyper-tech and exclusive product offering protection from extreme weather and an impeccable slim fit.
GUITTO (Italy)	Sportswear with a sartorial soul expressed through a product culture that absorbs and ennobles street-style accents.
HAYER SACK (Japan)	The focus is on twentieth century uniforms and work clothes, in a refined Japanese collection made with hemp, linen and canvas.
OCHA AND GARTH (Great Britain)	A playful rereading of London-style tailoring in a fashion-key brightens the fresh lines of impeccable tailoring by Sarmilla Roy.
OG (Italy)	A completely <i>Made in Italy</i> concept redraws the boundaries of sportswear through sophisticatedly clean styling and pure materials.
PELLI.CO108 (Italy)	The “raw” materials are scraps from the leather goods and coffee processing industries that are processed and customized into bags with an unmistakable personality.
PSEUDOHERO (Great Britain)	A rock imprint for a British label that presents a striking collection of t-shirts, sweatshirts and blazers, all customized with street-inspired witty prints
PUN CHI MAN (France)	The deconstructed look of the young dandy on a nostalgic tour that picks up franco-chinese contaminations.
RICE (Italy)	Here is the total look created for the cosmopolitan traveler with slim fits and experimental finishes on sophisticated and unusual fabrics.
RIN JAPAN (Japan)	The rigor of Japanese denim blends with the brilliant colors of <i>Nishijin-ori</i> , the fabric of tradition.
SOLOSALI (Italy)	The polo shirt becomes a freak and chic mono-product, to be worn all the time, the favorite place for experimenting with knits.

Florence, 21 June 2006