



WELCOME N. 2
21-23 JUNE 2006
Florence, Stazione Leopolda
www.welcometomyhouse.it

...knock knock on my door, you'll be welcome!

From Wednesday 21 June to Friday 23 June 2006, **WELCOME to my house** opens its doors for the second time.

WELCOME to my house is the special exhibition project that Pitti Immagine has devoted to the universe of **street culture**.

An exhibition-event created to express the **streetwear** identity with all its nuances and to reveal its role as a driving element in the worlds of **art, music** and **lifestyle**.

The Stazione Leopolda becomes the platform for a universe in perpetual motion, the ideal place to sample the atmospheres and dynamic stimuli of the street, as well as the culture linked to the same. For this edition, Stazione Leopolda is transformed into a highly integrated area which also includes the sports exhibition **Human Game. Winners and Losers**.

WELCOME to my house presents the Spring-Summer '07 collections of **50 brands**, historical names and emerging brands that come directly from street culture:

AKADEMIKS, ASICS SPORTSTYLE, BEAR SURFBOARDS, BRAND, CARHARTT, CLASH, DANGEROUS WORK, DC SHOES, DVS, ECKO FUNCTION, ECKO RED, ECKO UNLTD, ENYCE, FAT.NSNR, FELON, FRANKLIN & MARSHALL, FRESHJIVE, GLOBE, GOLD, ILLEGITIMATE, IRIE DAILY, JEANSENG OUTFIT ROYALE, KARL KANI, LAKAI, LIVE MECHANICS, LOFU, LUCKY 13, MAMBO, MANHATTAN PORTAGE, MATIX, MEDICOM TOY, MHI, MONTANA COLORS, NEW ERA, ONE STAR, OUR THING, PAUL FRANK, PELLEPELLE, PHARMACY INDUSTRY, POINTER, PROTEST, RAINBOW SANDALS, ROCA WEAR, SPLIT, STANLEY PARSSON, STÜSSY, UNK, UPPER PLAYGROUND, VNGRD, ZOO YORK.

The **new layout project** consists of an expanse of fabric walls that turn the Stazione Leopolda into an immense movie screen where each brand can express its own identity and show off its collections amidst cult images and clips from street cinema, from *Dogtown and Z-boys* by Stacey Peralta to Mike Mills' *Thumb Sucker*.

WELCOME'S EVENTS

- THE SNEAKER "CULT" ON DISPLAY AT WELCOME

The big event of this edition of Welcome is **SNKR HSTRY. IN SNEAKERS WE TRUST**, Italy's first exhibition dedicated to the **sneaker cult**, curated by Marco Colombo (Sneakers magazine).

160 pairs of sneakers – rare and virtually unobtainable models – will be displayed in an itinerary which passes through three decades, **from the late Sixties to the beginning of Nineties** - observed through the feet of the icons of sports and music, reconstructing the development of the sneakers phenomenon.

(see attached press release)

- PROUD 2BEA STICKER

World preview of the book edited by Matteo Sola (published by Happy Books). This is a collection of stickers by the protagonists of the streetwear and sportswear clothing scenes (Stüssy, Hysteria Glamour, Freshjive, Fuct, Xlarge, Maharishi, North Face...), which interpret the world of stickers as an urban, artistic form of communication that goes way beyond the widespread practice of "customizing" scooters and skateboards, or the phenomenon of "bombing".

- RED BULL HOMEGROOVE provides the soundtrack for Welcome

RED BULL HOMEGROOVE will be sponsoring Welcome with a series of top musical artistes who will be bringing the best alternative sounds to the Stazione Leopolda:

WEDNESDAY 21

DJ Double S - *hip hop* – sponsored by Karl Kany

Alioscia - *rock steady* - sponsored by Carhartt

Boma - *hip hop* - sponsored by Pelle Pelle

Zero T ft School Boy - *reggae* – sponsored by Jeanseng Outfit Royale

THURSDAY 22

Volcov - *broken beat* - sponsored by Stussy

Faus T - *vintage funk* - sponsored by Smooth

Bassi Maestro - *hip hop* - sponsored by Ecko

Felon & Lucky13 DJs - *rock* - sponsored by Felon & Lucky13

FRIDAY 23

Skizo - *electro old school* - sponsored by Iriedaily

Rollers Inc. - *drum'n'bass* - sponsored by Ecko

Villary - *funk* - sponsored by Zoo York

Audio Magli - *electro* - sponsored by Stanley Parsson

- WRITING PERFORMANCES from top graffiti artists:

_ from WEDNESDAY 21 to Friday 23 _ Dado and Mambo (SPA crew) _ Members of Bologna's *old school*, they were there at the birth of graffiti writing. Currently in great demand as two of the most highly rated artists on the Italian scene.

_ WEDNESDAY 21 _ Sera (KNM crew) _ Class of 1979, a DOC native of Grosseto and a member of the Tuscan KNM crew, this is one of the most promising *fulltime* artists who often represents our country at foreign conventions.

_ THURSDAY 22 _ Airone and Kayone (THP crew) _ *Old schoolers* from Milan, they started out in the mid-Eighties and were amongst the city's first graffiti writers. In the Nineties they created the fanzine *Tribe*, a true milestone for all lovers of graffiti writing.

_ FRIDAY 23 _ Blast _ a graffiti writer since the early Nineties - mainly illegally - now a talented designer. Closed in his Industria studio, he creates graphics, advertising campaigns and edits the magazine Paper Experience, one of the most interesting and representative publishing projects on the Italian scene.

_ Mr.E (TWA France and Bad Inc. New York) aka Michel Abraham _ A designer for Marc Ecko, he fell in love with graffiti writing as a teenager. His passion soon led him to become a member of two of the world's most famous crews.

- NIGHT IS ONE BY VICTORIA. With Franco Micalizzi and Addictive Tv

Welcome to My House sponsors the participation of the Series 1 BMW at this edition of Pitti Immagine Uomo. A small fleet of Series 1 BMWs will promote Welcome to my house around the streets of Florence, plus:

_ Wednesday 21 June (10.30 p.m.) Villa Le Pavoniere, Victoria Cabello presents an event which is part of the "Night is One. Digital Art and Music Prize", a project by Series 1 BMW. On the stage, the **Big Bubbling Band with Franco Micalizzi**, the writer of Italian B-movie music in the Seventies, rediscovered by movie genius Quentin Tarantino, and Britain's **Addictive Tv**, who rework period film clips using dance music.

