

Fondazione Pitti Discovery and Marsilio Editori
present **ANTONIO MARRAS** by Antonio Mancinelli
second volume in the **MODE** series

Saturday 18th February 2006 – 4pm
Circolo Marras
Via Cola di Rienzo 8, Milan

"Memories, traces, fingerprints, perhaps tears mingle in the many lives that each of us lives. To begin my work, I always need a story to tell"

Dedicated to one of the most interesting figures in the contemporary fashion system, this monograph uses images and texts to present the creative and conceptual path of Antonio Marras. With his work, this fashion designer manages to hold together all the contrasts that are mixed up in our present-day existence: local and global, tradition and innovation, memory and future; he ceaselessly puts them to the test, with a very strong sense of the material and of form, so that his clothes and collections exude an unmistakable style that is recognised the world over.

Antonio Mancinelli, a journalist, head of department at *Marie Claire*, works with a variety of magazines and newspapers. He teaches at the Domus Academy and at Milan Polytechnic.

ANTONIO MARRAS format 21x26, paperback, 168 pages with 276 illustrations € 16.00
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MODE

A publishing project focusing on the ideas and figures in fashion
Fondazione Pitti Discovery editions and Marsilio Editori

In recent years the fashion system has evolved extremely quickly. The contexts, the challenges and the main players have changed. Fashion has changed once and for all to become a process that redesigns the world from head to toe, a general form that influences all societies; and the latest generations of fashion designers are global citizens who have become used to thinking in 3-D, and are intent on splicing their work with other contemporary creative systems.

MODE is a publishing project that aims to discuss these transformations from today's perspective, not just by using a different vocabulary but also by offering a critical reading of the work of these new protagonists that is sensitive to the changes taking place.

MODE is a series of reasonably priced books, in a handy-sized format in Italian and English with lots of pictures.

MODE is directed by Maria Luisa Frisa.

Maria Luisa Frisa, fashion curator at the Fondazione Pitti Discovery, director of the Degree course in Fashion Design at the Art and Design Faculty of the Venezia Università IUAV.

Forthcoming titles:

Daniele Brolli, *Toyz Style*

Caterina Vittoria Caratozzolo, *L'italian look di Irene Brin*

Claudio Marengo, *Da Fiorucci ai Guerrilla Stores. Moda, architettura, marketing e comunicazione*

Paola Colaiacomo, *Pier Paolo Pasolini: un corpo intraducibile*

Angela Vettese, *Limited edition. Dal prêt-à-porter agli abiti unici*

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