



**"THE CLOUD":
PITTI IMMAGINE AND MIT PRESENT THE INTERACTIVE CLOUD**

Inside the Fortezza da Basso reception area visitors to Pitti Uomo will see "The Cloud". It is a curved sculpture and an icon of the modern approach to organizing fashion fairs that Pitti Immagine is developing in conjunction with MIT – Massachusetts Institute of Technology.

"The Cloud" is an organically shaped fiberglass structure that stands over two meters high, inside are hundreds of sensors and over 15,000 optical fibers that can be individually directed for a total length of 65 kilometers. By lightly touching the various fiber optic areas of the cloud visitors can call up texts and images that will provide useful information and suggestions for the fair experience.

"The big Cloud awaiting visitors in the new reception area at the Fortezza da Basso," says Vincenzo Maria Franco, general manager of Pitti Immagine, "is the third stage of the project that we launched with the MIT Mobile Experience Lab. After the interactive badges that were tested in the Experience Room last year, and after having developed – and used – the mobile tagging through the special Pitti Mobi cell phones introduced at the last edition of Pitti Uomo, at this edition "The Cloud" will be the protagonist of our Pitti-MIT project. It is a technological platform that makes it possible to test totally innovative forms of interactivity, and it will enable buyers to obtain information and stimuli to interact with the Pitti Uomo experience to the fullest".

The Cloud is part of the "Redesigning Fashion Trade Shows" project that Pitti Immagine launched with MIT in January 2007. It is a long-term project that will creatively rethink the trade show concept and will propose innovative technologies, perspectives and sensory experiences for fashion trade shows. The research project is headed by Federico Casalegno, director of the MIT Mobile Experience Lab and Associate Director of the MIT Design Lab. The project enjoys the financial support of the Tuscan Regional Government.

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