

PITTI PEOPLE, THE PROTAGONISTS AT THIS EDITION OF PITTI UOMO

The tribute to the international community of buyers and visitors who come to Pitti Uomo is called "PITTI PEOPLE": it is an installation that will be the leitmotif and layout theme for this edition.

"Pitti People", - says Agostino Poletto, deputy general manager of Pitti Immagine, "is a project that sprang from our desire to focus attention on and "give a face" to the great community of buyers, journalists and visitors who, through their own styles, contribute to making our fair unique and different from all other fashion events . Our aim is to highlight the importance we attribute to our audience. But, we also want to emphasize how the fashions people wear during our fair is an extraordinary opportunity for the trade to get an even better idea of styles and trends alongside the fashions in the stands. The public will be greeted in the central court – in an area that has been rethought as a stopping place – and there will be a huge installation – a three-sided, 100 meter long wall. And each day we will be posting snapshots and portraits of the Pitti audience taken by a group of young, roving photographer-bloggers."

The fair will be like a huge, working photo-shoot, a kaleidoscope reflecting a community that meets and recognizes itself in the details, expressions and movements captured by passport type photos or candid, behind-the-scenes shots that will enliven the theatrical setting created by architect-designer Oliviero Baldini. At the same time the perimeter of Hall M will be transformed into a stopping place, where anyone and everyone can contribute to the wall by adding his or her images. The wall will be like a lively mosaic of Pitti People from all the events – Pitti Uomo, Pitti Bimbo and Pitti Filati.

The images will then be posted online on the personal blogs of photographers Silvia Bergomi, Luca Bortolotti, Federica Di Pierri, Enrico Grigoletti, Stefano Guerrini, Marco Maggetto, Tamu McPherson, Francesca Querci, Simone Sbarbati, Simona Tamassia, and Jacopo Volpe.

Another participant in the Pitti People project is LOMO Italia – during Pitti Uomo they will be in Florence with the international tribe of enthusiasts devoted to the famous plastic "professional" camera that has become a true cultural phenomenon; LOMO will also hold a contest dedicated to the Pitti Community and...a series of Lomos will be available to a select group of top buyers and members of the trade press.

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