



# FONDAZIONE PITTI DISCOVERY

## MODATECA DEANNA

**brings its extraordinary archives to Pitti Filati 83:  
at this edition the focus is on the knitwear collections of  
MARINA SPADAFORA  
- the protagonists of the special project  
“FINESTRE SULL’ANIMA // VIEWS ON A SOUL”**

**On the occasion of Pitti Filati 83, from 27 to 29 June at the Fortezza da Basso of Florence, Fondazione Pitti Immagine Discovery is launching a special project in collaboration with MODATECA DEANNA which aims to maximize the creativity of *Made in Italy* knitwear through the extraordinary archives of *Miss Deanna*.**

The company which was established in 1960 and active until 2004, created the knitwear lines for the most important international houses. Today it is MODATECA, an international fashion documentation center that is constantly growing: in fact it brings together over 40,000 garments that portray the evolution of style from the early 20<sup>th</sup> century to the present day, representing one of the biggest private fashion archives in the world.

At this edition a special layout in the **Main Pavilion (Ground Floor)** will showcase the knitwear collections of **MARINA SPADAFORA** which are kept in the archive with the “**FINESTRE SULL’ANIMA // VIEWS ON A SOUL**” project. The coordinator for Italy of *Fashion Revolution*, the worldwide ethical and sustainable fashion movement, Spadafora was one of the most cutting-edge designers on the Milan scene in the 1990s. In 1987 she made her successful debut on the catwalks of Milan with her first knitwear collection and subsequently with off-the-peg products. Her fashion is based on a search for stylized shapes, innovative materials and techniques, key elements of a unique and unmistakable style. The “**FINESTRE SULL’ANIMA**” project will be officially presented on **Wednesday 27 June (11.00 a.m., Main Pavilion – Ground Floor)**.

*“Modateca offers a ‘home’ to those collections that for us represent a point of excellence in knitwear, even though they were not necessarily produced by the historic **Miss Deanna Knitting Mill** which is where the heart of the historic archive comes from”, says **Sonia Veroni, owner of the knitting mill and of Modateca.** “In this case we decided to focus on **Marina Spadafora** because, together with her family company, she knew how to combine technology, creativity, and Italian know-how. In fact she is also the Italian coordinator of *Fashion Revolution*, the worldwide ethical and sustainable fashion movement and remains one of the most cutting-edge designers on the Italian fashion scene in the last few decades”.*

*“I have attended **Pitti Filati** since I was a young girl, It was a fantastic event – says the fashion designer **Marina Spadafora** – I used to come with my father and our co-workers and we spent exciting times discovering wonderful trends and fantastic yarns, topping off our days with delicious suppers around Florence. To be honored now by **Pitti Filati** with a retrospective makes me truly happy and proud to be part of the great knitwear family, this is a really special moment for me and I would like to thank **Modateca Deanna** and **Pitti Immagine** for this important recognition.”*

Florence, 27 June 2018