



## **WWW:**

### **SPAZIO RICERCA @ Pitti Filati 83 targets iGeneration**

Held at Salone M, Spazio Ricerca is the exhibition's creative lab and the experimental observatory where trends for the coming seasons are analyzed and launched.

With **WWW**, theme of this edition, Spazio Ricerca looks at **iGeneration, the generation of digital natives**, and inquires the link between physical and virtual dimensions in the aspects of living on & off-line. A hybrid vision between tangible and immaterial, but also a reference to a new type of 3.0 spirituality.

A unique experimental project with the artistic direction of the **fashion designer Angelo Figus, Nicola Miller knitwear expert and Alessandro Moradei's set up.**

#### **Discover SPAZIO RICERCA themes:**

##### **X.X.X.L.**

Love and sexuality in the time of internet: no taboos indeed. Between experimentation and absence of prejudice, even the most bizarre fantasies come true. Exaggerated proportions express this theme: everything is extra-large, even the yarn.

##### **W.A.P.P.**

Communication, in the digital age, is instant messaging. Everything is abbreviated through letters, symbols and forms becoming symbolic, immediate. Jerseys as messages to wear.

##### **S.E.L.F.**

The Internet offers an unprecedented visibility platform. Concepts such as web-reputation and personal brand-image are crucial: we only exist online. Selfies become an art form to represent us.

##### **E.B.U.Y.**

The web offers a unique point of view on design and generates the opportunity to sell productions on a global scale. We are all potential sellers, anyone can offer their own point of view on products.

##### **N.E.W.S.**

We are special guests, called to participate in the construction of the news, sometimes generating fake news. This does not hold back the need to share everything in real time, a real obsession that, unlike paper printed, is constantly evolving.

##### **G.A.M.E.**

Less and less outdoor life and more online time spending. In videogames, time and space intersect without continuity solution. The online game is a constant stream of visual information of each era and style, always available and overwritable. Everything is always.

**Florence, 27 June 2018**