

Wednesday 18 January



John Richmond

TIME 12:00 PM Padiglione Centrale, Ground Floor, Casa Enriquez

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Meeting the Designer.



La città dei bambini gentili: Polimoda

TIME 02:00 PM - 05:00 PM Polimoda, Villa Favard Via Curtatone, 1, Firenze

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Junior Fashion Lab, Polimoda: fashion workshop for kids (6/12 years old).

Free event, by reservation only: www.polimoda.com

Bikkembergs

TIME 03:00 PM Padiglione delle Ghiaia, Stand 18

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Live painting by Art of Sool.



Nanan

TIME 03:00 PM Padiglione Centrale, Ground Floor, Stand H5-7

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Special guest at the stand Isabella Ferrari. And at 4:00pm Veronica Bocelli with her daughter Virginia.

Le mie ricette da fiaba

TIME 03:30 PM Padiglione Centrale, Ground Floor, Casa Enriquez

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Presentation of the book by Chiara Maci with Giuliana Parabiago and Alessandro Enriquez.



Farway Milano

TIME 04:00 PM Padiglione Cavaniglia, Stand C4

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Pak(ora) e Bollicine. Presentation of the FW2024 collection. Uniqueness, vision, visionary, eco-sustainability and multiculturalism are the key words at FARWAY Milano.



La città dei bambini gentili: Palazzo Medici Riccardi

TIME 05:00 PM Palazzo Medici Riccardi Via Cavour 3, Firenze

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Piume: dance workshop for families with kids (4/6 years old). Curated by Dance Floor Kids.

Free event, by reservation only: 0552768224, info@musefirenze.it



La città dei bambini gentili: Istituto Degli Innocenti

TIME 05:00 PM Istituto degli Innocenti Piazza della Santissima Annunziata 12, Firenze

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Giocando con Escher: guided tour and workshop (4/7 years old).

Free event, by reservation only: booking@istitutodeglinnocenti.it



La città dei bambini gentili: Palazzo Vecchio

TIME 05:00 PM Palazzo Vecchio Piazza della Signoria, Firenze

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Vita di corte: guided tour for kids (6/10 years old) with a companion.

Free event, by reservation only: 0552768224, info@musefirenze.it



Monnalisa

TIME 05:00 PM Sala della Ronda, Fortezza da Basso

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Fashion show. By invitation only.



La città dei bambini gentili: Palazzo Strozzi

TIME 05:30 PM **Palazzo Strozzi** Piazza degli Strozzi, Firenze

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Caleidoscopi Magici: Olafur Eliasson exhibition, workshop for families with kids (3/6 years old).

Free event, by reservation only: 0552645155, prenotazioni@palazzostrozzi.org



La città dei bambini gentili: Mercato centrale

TIME 06:00 PM **Mercato centrale** Piazza del mercato centrale, Firenze

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Mangia la moda: Cooking class and workshop for kids (6/12 years old).

Free event, by reservation only: info.firenze@mercatocentrale.it

Thursday 19 January



Nanan

TIME 11:00 AM **Padiglione Centrale, Ground Floor, Stand H5-7**

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Special guests at the stand Vanessa Villa, karate champion and teacher, founder of FightGently.



Pitti Bimbo Digital Breakfast

TIME 11:00 AM **Padiglione Centrale, Ground Floor, Casa Enriquez**

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Scavenger Hunt by Paul&Paula

TIME 11:30 AM

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Scavenger hunt for a team of influencers, specially created by Paul&Paula.

Nanan

TIME 12:00 PM Padiglione Centrale, Ground Floor, Stand H5-7

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Special guest at the stand Clizia Incorvaia.

Pirouette Panel Event

TIME 02:00 PM Costruzioni Lorenesi, First Floor, Meeting Room

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Pirouette's first panel event with leading professionals ready to discuss some of the key questions facing the industry. With Piero Iacomoni (Monnalisa Founder), Mogens Jepsen (Molo Founder) and Shoshana Kazab (Fuse Coms & Kidswear Collective founder). Moderator Katie Kendrick (Pirouette).

Scavenger Hunt by Paul&Paula – Prize-giving

TIME 02:30 PM Padiglione Centrale, Ground Floor, Casa Enriquez

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Nanan

TIME 04:00 PM Padiglione Centrale, Ground Floor, Stand H5-7

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Special guest at the stand Irene Vecchi, fencer of the Italian national team, for a demonstration with the little fencer Vittoria Zanotti.



La città dei bambini gentili: Palazzo Medici Riccardi

TIME 05:00 PM Palazzo Medici Riccardi Via Cavour 3, Firenze

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Piume: dance workshop for families with kids (7/10 years old). Curated by Dance Floor Kids.

Free event, by reservation only: 0552768224, info@musefirenze.it



La città dei bambini gentili: Istituto Degli Innocenti

TIME 05:00 PM Istituto degli Innocenti Piazza della Santissima Annunziata 12, Firenze

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Giocando con Escher: guided tour and workshop (8/11 years old).

Free event, by reservation only: booking@istitutodegliinnocenti.it



La città dei bambini gentili: Libreria Malaparte

TIME 05:00 PM Libreria Malaparte Via dell'Agnolo, 30/r, Firenze

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L'ammiraglio si è preso il cielo!" si dice in giro... ma sarà vero? E cosa ne ha fatto? Reading and workshop (from 6 years old) of the last book by Marianna Balducci.

Free event, by reservation only: libreria.malaparte@gmail.com, 3389438359



La città dei bambini gentili: Palazzo Vecchio

TIME 05:00 PM Palazzo Vecchio Piazza della Signoria, Firenze

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Per fare una città ci vuole un fiore: guided tour for families with kids (4/7 years old).

Free event, by reservation only: 0552768224, info@musefirenze.it



La città dei bambini gentili: Palazzo Strozzi

TIME 05:30 PM Palazzo Strozzi Piazza degli Strozzi, Firenze

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La luce in tasca: Mostra Olafur Eliasson, laboratorio per famiglie con bambini (7 a 12 anni).

Evento gratuito, prenotazione: 0552645155, prenotazioni@palazzostrozzi.org



La città dei bambini gentili: Libreria Todo Modo di Là

TIME 06:00 PM Todo Modo Dilà Via dei Serragli, 18 rosso, Firenze

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Scatoline "per ogni parola un piccolo mondo": workshop for kids (from 5 years old) on images and words with Lilith Moscon and illustrator Camilla Garofano, together with the curator of Effequ series, Vera Gheno.

Free event, by reservation only: www.todomodo.org

Friday 20 January



La città dei bambini gentili: Museo HZero

TIME 05:00 PM Museo HZero Piazza degli Ottaviani 2, Firenze

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Viaggi Immaginari: workshop for kids (3/10 years old) and museum visit.

Free event, by reservation only: www.vivaticket.com/it/search?q=hzero, 0552989830



La città dei bambini gentili: Palazzo Medici Riccardi

TIME 05:00 PM Palazzo Medici Riccardi Via Cavour 3, Firenze

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Stemma Medici. Storie e leggende: guided tour for families with kids (4/7 years old).

Free event, by reservation only: 0552768224, info@musefirenze.it



La città dei bambini gentili: Palazzo Vecchio

TIME 05:00 PM Palazzo Vecchio Piazza della Signoria, Firenze

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Dipingere in fresco: guided tour for families with kids (8/12 years old).

Free event, by reservation only: 0552768224, info@musefirenze.it



La città dei bambini gentili: Libreria Farollo e Falpalà

TIME 05:30 PM Libreria Farollo e Falpalà Via Antonio del Pollaiuolo 166, Firenze

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Lascia la tua impronta: Rosa a pois da Farollo e Falpalà. For kids 5/105 years old.

Free event, by reservation only: info@farolloefalpalà.it

Saturday 21 January



La città dei bambini gentili: Kartell Boutique

TIME 04:00 PM – 06:30 PM Kartell Boutique Via dei Pescioni, 11R, Firenze

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Un'immagine, quante storie! Illustrations exhibition from the books edited by LupoGuido. Curated by Libreria Nani Pittori.

Free event, by reservation only: 0552699120, nanipittori@gmail.com



La città dei bambini gentili: Museo HZero

TIME 04:00 PM Museo HZero Piazza degli Ottaviani 2, Firenze

–

Viaggi Immaginari: workshop for kids (3/10 years old) and museum visit.

Free event, by reservation only: www.vivaticket.com/it/search?q=hzero , 0552989830

Worth A Visit



PITTIWAY: The new theme of the Pitti Immagine winter fairs

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All of us have the desire to restart, but choosing the right direction, orientation, and decision-making is not easy. Directions, stimuli, inspirations, and needs don't always align, and progress can't always be straight forward. We move, stop, and restart. Turn, swerve, slow down, speed up, surpass, stop. These opposite directions seem to guide our daily habits in a moment of great uncertainty, including a strong desire for momentum. As a result of taking primary and secondary decisions, we trace a path following a personal trajectory that combines emotions and experience with new tools, such as digital tools, biometric identities, and algorithms. Under the creative direction of Angelo Figus, PITTIWAY interprets today's moods and aspirations. And it transforms them into the leitmotif for the pop jungle of visual information of the installations at the Fortezza da Basso, curated by architect Alessandro Moradei, and the video campaign directed by Leonardo Corallini and interpreted by little Nina, Oceano, and Sergio.



100% BAMBINO

Padiglione Centrale Piano Terra, Padiglione delle Ghiaia

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Bon ton, luxury, sporty and urban. Kids' wardrobes integrate different styles, trends that come from adult fashion and great unmissable classics. 100% Bambino is the section designed to offer a glimpse of a vast panorama of collections that express the different souls of kidswear. Here the big designer labels and iconic brands that have always been committed to dressing children are concentrated. From micro-outfits for newborns and their cribs to teens with the most versatile requirements. From ceremonial outfits with a classical or contemporary cut – because there is a great desire to get partying again! – to activewear for school and leisure. From Mini-Mes to street references. The brands brought together in 100% Bambino are the starting point for creating the ideal wardrobe on which parents and kids can agree, combining style and practicality, and increasingly responding to the demands of eco-sustainable fashion.



SMART KIDS

Padiglione delle Ghiaia

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There is a modern, nonconformist, fast-moving, unbeatable world sitting at the intersection between classical and experimental, tradition and revolution. Inside the Padiglione delle Ghiaia, we find the brands that have taken in words like urban, street-style, high-tech, sportswear, outdoor, and indoor and integrated them into a different culture, not afraid of the new and not afraid to mix. This perspective is close to the world of children because it is spontaneous and effortless but has powerful and solid content.



THE KID'S LAB!

Padiglione Cavaniglia

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A wave of creativity, ready to astonish and capture the attention, a laboratory of ideas. That's The Kid's Lab! This section is reserved for cutting edge kidswear and kids' lifestyles, for the most original and unpredictable collections to be worn as declarations of independence, as well as sophisticated outfits. They are designed by young and pioneering brands that stand out for their distinctive design, unconventional choices of materials, and a philosophy that embraces eco-responsibility. Small independent productions, the result of constant research, for anyone wishing to add a touch of personality to the proposals aimed at kids.



APARTMENT

Padiglione Cavaniglia

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A contemporary fairytale: here is the project dedicated to the most original and cutting-edge international brands. A separate world, surrounded by a layout where every detail has been curated in order to valorize the special features of every single individual brand. At this edition Apartment is enriched with new and interesting participations. The proposals display an evolution towards kidswear with an approach that is increasingly contemporary, luxury and, at the same time, mindful. A rigorous selection of highly researched brands with sophisticated lines and experimental materials that raise the style of the smallest set to a higher level, inviting us to look to the future with new eyes.



THE NEST

Padiglione Cavaniglia

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The world of kidswear is constantly moving and The Nest is the project that, since January 2017, has reserved an exclusive space for small brands entering the market with innovative, dynamic and creative proposals. From the fascination that only children know how to trigger, surprising little collections are born. The selection presented is based on the careful scouting carried out by Dimitra Zvakou, kidswear pioneer, head and founder of the Berlin Little Pop Up concept lab, who sources new entities for Pitti Immagine Bimbo to present: newborn brands from all over the world that share an eco-sustainable input and individual stories ready to be discovered and, for this reason, are worthy of support.



PITTI BIMBO EDITORIALS

Padiglione delle Ghiaie, Padiglione Cavaniglia

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Editorial research dedicated to concept stores, a rendezvous for contaminating collections and looking into new worlds. The stylist, Maria Giulia Pieroni, explores the themes of the latest trends and translates them into exciting layouts. Once again at this edition, two special Editorials to explore at the Fortezza and online on Pitti Connect.

My First Snow

The first snow is a thrill that will not fade—playing with it, taking the first steps in winter sports, trying something new, falling, getting up, diving into it. Today, winter clothing is no longer unpleasant or uncomfortable. Instead, it is fun, creative, and surprisingly functional. Little skiers, wobbly snowboarders, bobsledding and sledding teams, all geared up and ready to dabble—in style. And always covered in snow.

Cool School

With a rainbow of creative, fun, ironic items to choose from, school time doesn't have to be boring. Every year, children look forward to this extraordinary shopping season – always exciting and thrilling. Choosing a diary, notebook, folder, backpack, pencil case, crayons, or even a simple eraser is a magical experience. Back-to-school becomes Cool School with a friendly kit.

STYLE PICCOLI

Padiglione Centrale, Ground Floor

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Style Piccoli magazine presents the photographic exhibition Doppio Gioco. What direction will fashion take next spring? The snaps in the feature by Daniela Stopponi with Luciano Pergreffi for Style Piccoli magazine attempt to show us as each brand chosen identifies the season's cult garment and entrusts kids with interpreting it, through their own emotions, gestures and expressions. In order to amplify the trend-direction and visualize it even more effectively, the image is doubled, like an Andy Warhol multiple or as though the child has met their twin.

LUPOGUIDO

Padiglione Cavaniglia

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There are times when we look in the mirror, see our image and discover who we really are. Sometimes we get lost in that mirror and experience new identities and new worlds. Books reflect our souls and should be cultivated from an early age as an exercise in reflection. The LupoGuido catalog is designed for very early childhood, with a variety of illustrations, so that kids will find new stories and experiences to share each day, preferably snuggled up with their parents, before falling asleep.

We are all makers by Infantium Victoria

The Visual Questionnaire on Repair & Fashion.

Padiglione Cavaniglia

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Visit the installation designed to get you thinking about how you cherish and celebrate your clothes and share views on clothing repair, sustainability, and the value of clothing. Pop by to cast your vote and see what your fashionable peers say on these issues.
