

## Learning Beauty for a Better World: Polimoda Junior Summer Camp in collaboration with Sky Arte

**Registration is open for the third edition of the fashion-themed Junior Summer Camp in favor of the Fondazione Meyer.**

Polimoda announces an alternative day camp for Summer 2020, aimed at stimulating children's creativity through fashion and art in a beneficial project in favor of the Fondazione Meyer. Thanks to the partnership with Sky Arte and in collaboration with Pitti Immagine and the Salvatore Ferragamo Museum, the theme of the 2020 **Junior Summer Camp** is *Teaching Beauty for a Better World*. Through art, fashion and play, children will translate beauty into ideas for a better future, bringing to life their vision of ethics, sustainability and creativity through images.

*"Junior Summer Camp is a beautiful example of our active commitment to a better future,"* explains Polimoda director Danilo Venturi. *"In a world that continues to put young people to the test with an unsustainable tomorrow, we have chosen to do something concrete and share our experience to convey an important message through play, creativity and fashion. On one hand, we're supporting the undisputed excellence of our territory in child care, and on the other, we're sharing a project with Sky Arte that helps children reflect on values such as ethics and sustainability."*

The 2020 edition is inspired by **Sky Arte**, Sky's thematic television channel dedicated to culture and creativity in all its expressive forms; from music to literature, theater to design and painting to sculpture. During a week in Florence, children will participate in dedicated workshops and work on their own creations at Polimoda, representing the infinite possibilities of realizing their dreams.

The Junior Summer Camp was born from the desire to make a significant contribution in support of young people and families through an initiative in favor of the **Fondazione Meyer**, Italian excellence supporting the care and health of children. The proceeds will be donated to support the Foundation, an institution created as a support for communication, marketing and fundraising for Meyer Children's Hospital of Florence, recognized nationwide for its excellence in pediatrics as related to research, innovative treatment methods and children's healthcare.

This experience – designed to train and develop creativity through an educational Summer camp– is aimed at **children from 8 to 12 years old**, translating the natural interest in fashion of young participants into an artistic and creative path to stimulate imagination, manual skills and intercultural exchange.

Polimoda's Junior Summer Camp will take place in Florence from July 6<sup>th</sup> to 10<sup>th</sup>, 2020 at the Polimoda headquarters of Villa Favard in the heart of Florence. The program includes lessons and workshops surrounding the theme of fashion, under the supervision of teachers with many years of experience in the sector and educators specialized in training courses with children. The young participants will have access to the institute's classrooms, the library - the largest fashion documentation center in Europe - and the green spaces of Villa Favard. The lessons will be held in Italian and English, promoting intercultural exchange between children of different nationalities.

### **Polimoda Junior Summer Camp 2020**

- For children from 8 to 12 years old
- From July 6<sup>th</sup> to 10<sup>th</sup>, 2020
- In collaboration with Sky Arte, Pitti Immagine and Salvatore Ferragamo Museum
- In favor of the Fondazione dell'Ospedale Pediatrico Meyer

Information and registration: <https://www.polimoda.com/study-abroad/junior-summer-camp>

Images: <http://bit.ly/Polimoda-JSC> (Credits: Polimoda, ph. Federica Fioravanti)

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