

# POLIMODA

## Linda Loppa is the protagonist of the new Polimoda Duets episode

Florence, 19 November 2019 – Following the release of her autobiography *Life is a Vortex*, Linda Loppa is the protagonist of the latest episode of Polimoda Duets, a series of documentary interview videos about contemporary culture icons, in conversation with Polimoda director Danilo Venturi.

**Polimoda Duets: Linda Loppa – Life is a Vortex** (which will be released on Instagram, YouTube and Facebook) delves into the life and work of a visionary creative mind as she talks about solitude, the past, the future, meeting contemporary icons, art, fashion, culture, the true meaning of education, vision, knowledge, the importance of words, the value of space and time, the impact of digital media on our lives and finally, the fashion industry's impact on the environment, and the pressing need to overhaul it.

The Polimoda Duets project explores the world of art, music, cinema and contemporary culture, combining its tradition of interviewing key figures – such as guest lecturers at Polimoda Rendez-Vous and Fashion Displacement discussion panelists – with a new exclusive video-interview format. In each episode, a contemporary culture icon is interviewed by a leading fashion journalist, influencer or researcher, broaching key topics in modern society. Previous interviewees include Marina Abramović and Marco Bizzarri.

With fifty years of professional experience under her belt as one of the most well-known individuals in the fashion industry, Linda Loppa, after running the fashion department at the Royal Academy of Fine Arts in Antwerp, fostered Polimoda's growth for nine years as its director, before taking on her current role as a strategy and vision advisor, helping to establish connections and promote the school's reputation in the international fashion world. She's also been featured in The Business of Fashion's BoF500 'Hall of Fame' as a 'catalyst' and a key player in the contemporary fashion industry.

Some quotes from the interview:

*"When you reflect on your life, your perspective and your future ideas, solitude allows you to share your thoughts with other people. (...) In a world overwhelmed with new media, spending time alone allows you to search for something new. Today, solitude is a luxury, it gives you time to think."*

*"The next great change will involve surrendering the past. The future will be all about relying on our thoughts alone. The past is not particularly useful. It's a burden. It doesn't bring anything new to society. The future needs innovation. We have so many ways to express ourselves, to communicate and we're surrounded by so many different people. We are well-informed and I'm certain that we can find the time to improve our knowledge and translate it into new ideas."*

*"The 'moment' is that thing that sparkles when you get an idea and what other people find within you when you can transmit that idea, allowing them to capture it and translate it with you."*

*"Words are important. If you can summarise your thoughts using just three words or a slogan – just like John Giorno did with "Life is a killer" – that's fantastic. I'm educated through the art school and that gives me the possibility to think more broadly. I'm so inspired to write, create diagrams and even explore poetry."*

*"This book doesn't really have a beginning or an end; you can read a single page and put it back in your library. Sometimes books can be so serious... But it's just a book. I opted for an all-black book because it's essential, conceptual and minimalistic – the essence of life and reading."*

*"Writing is a pleasure; it's a confrontation with what I was going to forget. I must forget, as the future is the only way to be interested in the world. I am happy with the book and also happy to share my writing with other people, as that was my main concern." - Linda Loppa*

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*“If education is what links culture to the professional world, our role as educators is to accompany young people in their discovery and understanding of these two universes. The combination of these two factors is essentially what forms the foundations of their personal identity and professional growth,”* says Polimoda director, Danilo Venturi. *“Here at Polimoda, we’ve chosen to give a voice to contemporary leaders, offering our students – and the general public – the chance to meet them, listen to them, and treasure their words. And if Marina Abramović is an art icon, and Marco Bizzarri is one of the most significant voices in fashion business, Linda Loppa is surely one of the most innovative minds I have had the pleasure of probing, and one that’s an important part of the history of fashion education at that.”*

**Polimoda Duets - Linda Loppa:** <https://youtu.be/HppU0Fu4QW4>

## **Credits:**

Idea & Interview: Danilo Venturi

Video & Music: Piero Fragola & Elephant Studio

Images: <http://bit.ly/Polimoda-Duets>

## ***Life is a Vortex***

**A book written by Linda Loppa and ideated by Polimoda**

**Fifty years of professional experience as one of the most well-known figures in the fashion education sector**

A book by Linda Loppa was never going to be a simple autobiography. In fact, it's more of an 'object.' Pen on paper and small in size, like a box that needs to be opened with care. Black pages and white words tell the story of her way of life, working methods and detailed thoughts, jotted down at pivotal moments.

Loppa's language is simple, fresh and direct. It reflects her mood and character, and is coupled with images, bullet points and captions. Restless, inquisitive and progressive, Linda Loppa writes while waiting at the airport or sitting on a train, she writes when angry or disappointed, and, most importantly, she writes to inspire and motivate people.

Her account of more than fifty years in the business is paired with images from her childhood and teenage years, a time when she discovered, learned and instinctively found her place in the world and her niche within it; the result is a journey through her private and professional lives, where intimate and social moments blend with cultural experiences, coming together to create her personal story.

Architecture, art and fashion all feature heavily in Linda's story, in addition to her unforgettable encounters with the fantastic people that inspired her. Sharing fragments, intuitions, knowledge and doubts can stimulate and inspire; sometimes her book is date-based, and sometimes it isn't, because every day represents a new beginning and a limitless learning process.

Author: Linda Loppa

Idea: Polimoda

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Series: Fashion and Costume

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<http://www.skira.net/books/life-is-a-vortex>

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