

POLIMODA

Postcards from Florence

Polimoda presents a virtual exhibition dedicated to Florence. Driven by the authenticity and creative talent of the Florentine school's young students, fragments of stories and urban portraits invite viewers to reflect on a new intellectual and aesthetic Renaissance. Some of the most iconic places of the city combined with digital culture come together to open up an unparalleled dialogue.

Florence, April 21st 2021 - Florence is art, history, elegance, craftsmanship and beauty. Every year, young people from all over the world choose the Tuscan capital to deepen their cultural formation, making a valuable contribution to internationality and bringing facets of contemporary and intercultural diversity to the city's community. Florence enters your heart, becomes part of the educational growth of young students and merges with cultural backgrounds. The past blends with the future. **Florence has always been a fundamental part of Polimoda's DNA, and Polimoda students continue to evolve into a more vital part of city life.**

This inseparable link is the reason behind the digital exhibition **Postcards from Florence, created by Polimoda and available to view online starting April 21st**. 30 young creatives from all over the world—photographed in the same amount of iconic locations—become the symbols and protagonists of Florence, showcasing their international beauty and culture. Over 150 black and white shots are accompanied by words, poems and sensations written by the featured students. The narrative of the city is portrayed through a curated collection without filters, accurately representing the way today's young people see and live.

The evocative shots were taken in 2020, the year the world hit pause. Fragments of a semi-deserted and silent city encapsulate the faces of students immersed in distance learning; rhythms punctuated by online lessons. Fear blends in with pride and the desire to start again comes through. Unique and beautiful because of their diversity, young people from different nationalities are immersed in the streets and squares of Florence, standing proud in the place that has become their second home. **Polimoda students are the protagonists**, immortalized in the history of the city. A new Florentine Renaissance is about to begin.

Piazza del Duomo, Ponte Vecchio, Loggiato degli Uffizi, Piazza della Signoria, Piazza della Repubblica, Santa Maria Novella, Piazza della Santissima Annunziata, Piazza Santa Croce, Piazza dei Ciompi, Piazza Pitti, Piazza e Mercato di San Lorenzo, Piazza Strozzi, Villa Bardini, Museo Marino Marini, San Miniato al Monte, Porta San Niccolò e Rampe del Poggi, Piazza del Carmine, Teatro del Maggio Musicale Fiorentino, Giardino dell'Orticultura, Giardino delle Rose, Piazza Santa Trinita, Piazza Santo Spirito, Piazza Ognissanti, Mercato del Porcellino, Piazza della Stazione are some of the locations represented in the shots, reflecting the aesthetic codes of fashion photography by magnificently portraying reality without any filters.

Starting from a map of the city, visitors can virtually explore different Florentine locations and immerse themselves in the images while getting to know Polimoda students through their portraits and stories. The online platform embraces memories of self-discovery, **revealing personal experiences of living abroad in the Renaissance city.**

"The city drew me in. The vibrant atmosphere made me stay. The untouched beauty, art and culture resonated with me in a way that any other city never could. A city that makes you feel time can slow down for a little bit longer to savor every precious moment it has to offer before another day begins. It becomes your safe haven. Your place to grow, learn and your journey of self-discovery." – **Janie** from South Africa

"Having always lived in big cities and capitals, the idea of being bound to a small town felt rather off-putting and I arrived in a negative state of mind. However, Florence welcomes you and tucks you in with the smell of roses and freshly baked

Polimoda Press Office

Tessa Pisani – press@polimoda.com

Tel. +39 055 2750675 – Mob. +39 335 6079408

www.polimoda.com

POLIMODA

almond cornettos, with the sound of pigeons on the fountains wishing you a good morning and most of all, with equal and creative minds.” – Liv from Norway

“The legendary nights of Italy, specifically in Florence, hold true to the legendary stories that have been told. Nights where the water flows with the reflection of the moon or the crisp everlasting sunny days without a cloud in the sky and just enough wind to ripple through the waters. I promise you can say it’s a dream come true.” – Cecil from Kenya

“When I first arrived in Florence, I felt an almost cathartic breath of reassurance — an inexplicable wholeness of what seemed like destiny or homecoming. I was immediately immersed in a place with a multidimensional and intersectional view of creativity, one that encourages art forms to mix and inspire one another instead of dividing it. In other words, I saw that I could be the cultivator I’ve always wanted to be — in a beautiful city where creativity was so famously unbound and limitless.” – Lorenzo from the United States of America

“I was born in Florence and I’m happy to call it home. Of course, it doesn’t feel new to me like it does for the international students, but every time I walk in front of the Duomo, the Ponte Vecchio or Piazzale Michelangelo, it always feels like the first time! This city never becomes boring or old. It’s a mix of positive energy, good vibes and endless inspiration.” – Farid from Italy

“When I leave and return to Florence, it feels like a second skin or a dress that makes you feel comfortable; it feels like yourself. It is a city that involves all the senses, has everything and welcomes everyone.” – Vlada from Ukraine

“I was named Florence partially because my parents fell in love with this city and I can relate; small but vibrant, amazing culture, good food, elegance, history and obviously fashion. Pursuing my dream in one of the most beautiful cities in the world is an incredible opportunity.” – Florence from Canada

“If, as a little girl, you asked me to dream of where I would like to study and who I would like to become, I wouldn’t have been able to come up with a better idea than the life I have today.” – Polina from Russia

“Florence is the city I lived in for 4 years. It’s a really good place for studying and living. It’s artistic and delicate. Small and warm.” – Yi from China

The Postcards from Florence digital exhibition can be viewed starting April 21st on the website: postcardsfromflorence.polimoda.com .

The images and stories will become the protagonists of a photography project on Polimoda’s digital channels in the upcoming months.

Special thanks to:

Comune di Firenze

Fondazione CR Firenze

Fondazione Parchi Monumentali Bardini e Peyron

Museo Marino Marini Firenze

Teatro del Maggio Musicale Fiorentino

Polimoda students: Andrea Shael Onate, Apolline Emery, Cecil Ochieng, Cecilia Baistrocchi, Claudia Catelli, David Cash, Domenico Orefice, Elisa Angerer, Farid Chaher, Florence Ryan, Giovanni Giunta, Ilaria Bellomo, Janie Marais, Liv Løddesøl, Lorenzo Gomez, Lorenzo Guarnieri, Micol Biondi, Mingze Sun, Oluwafeyitimi Majekodunmi, Polina Gorbatova, Rex Lee, Tommaso Palamin, Victoria Huisman, Vittoria Michelotti, Vlada Filippenko, William Morgan, Yi Ding

www.polimoda.com

Polimoda Press Office

Tessa Pisani – press@polimoda.com

Tel. +39 055 2750675 – Mob. +39 335 6079408

www.polimoda.com