

POLIMODA

Art Thou: Polimoda's Final Graduation Show is back for Pitti 100 with a runway showcasing fashion, music and art in Piazza Santa Maria Novella

Polimoda opens the 100th edition of Pitti Uomo with a bang, marking the beginning of live fashion shows with an event showcasing the collections of its top talents. For two days, an unforgettable Rob Mulholland installation will offer a secret garden to the city of Florence.

Tonight, Florence's Piazza Santa Maria Novella will host a fashion show that effortlessly interweaves art, nature and architecture. Highlighting the sculptures of British artist Rob Mulholland, the catwalk will wrap around a secret garden, immersed in a bed of blossoming flowers, plants and trees.

Art Thou, Polimoda's Final Graduation Show, is an ode to talent and diversity. In an event-installation dedicated to the top creative talents of the school, this **"Best of Polimoda"** marks the return of in-person fashion shows, celebrating Pitti Uomo #100.

"Polimoda is known for its independent vision," says Massimiliano Giornetti, Director of Polimoda. "Discovering and promoting talent and diversity has always been our aspiration. It's about amplifying inclusivity and diversity. Art Thou (be yourself) summarizes all of this. With the creations of our best talents, we want to respect and encourage individuality. The claim of the ego to show itself for what it is. A post-modern reflection about the authenticity of the one. The choice of the self to determine its autonomy of judgment and its very personal freedom of expression."

The designers

Over 100 looks on a runway featuring 27 mini collections. For the first time in the school's 35-year history, the best students from all of the design area programs—not only the top final-year Undergraduate in Fashion Design students—will be part of the show. Fashion Design, Fashion Design Management, Collection Design and Knitwear Design students were selected by the school's faculty together with Giornetti and Caroline Issa, CEO and Fashion Director of Tank magazine and Mentor of Fashion Design, to participate in the Final Graduation Show.

There are thirteen Italian designers: **Allegra Aglietti, Lucrezia Bargellini, Chiara Cafissi, Camilla Conti, Marina Coppola, Maria Vittoria Del Rosso, Domenico Orefice, Alessia Dovero, Martina Giammillari, Annagiulia Giannetti, Lorenzo Guarnieri, Ugo Federico Ianaro and Pietro Moretti.** There are also fourteen international students from all over the world: **Valerie Armas Plasencia** from Venezuela, **Machalen Rebollo Prieto** from Spain, **Bokyung Jo** from South Korea, **Oluwafieyitimi Chukwueneka Majekodunmi** from the United Kingdom, **Paulo Guilherme Mileu Soares** from Portugal, **William Morgan** from Canada, **Glenn Charles Murphy** from Ireland, **Yuliia Rudenko** from Ukraine, **Daria Shkundina** from Russia, **Claire Tilroe** from Austria, **Yu Ning Hung** from Taiwan and **Yun Xie, Yulian Zhong and Jianqing Zhao** from China. **Tommaso Bertini** from Italy and **Pari Shah** from India created some of the accessories for the show. These young creatives will present their collections, marking their transformation from student to designer with their first true entry into the fashion world.

"This is my first show as Director of Polimoda," says Massimiliano Giornetti. "However, I have been working with our students for two years now. I've had the honor of witnessing their fierce creative energy as well as their moments of fragility during this uncertain time. The personal and professional road they've been on has led to great maturity, and although the past few years have been tough, they are ready to take flight with their own creative identity and uniqueness of thought."

"Each of us is a universe, different from the others. An identity of equally different shapes and colors. True equality is the natural affirmation of the self and Polimoda is a plural (poli) identity. Being different is the greatest risk of contemporaneity."

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The jury

A jury of experts in the sector will choose the Best Collection of 2021, deciding the most interesting proposal among those on the catwalk.

The collections will be evaluated by influential figures in the world of fashion and entertainment: **Massimo Cantini Parrini**, Oscar-nominated Costume Designer, **Marco De Vincenzo**, Fashion Designer and Founder of his eponymous label and Master in Collection Design Mentor, **Barbara Digiglio**, Managing Editor, Global Luxury & Fashion Brands Digital Hearst Italy, **Yu Masui**, Fashion Journalist, **MYDRAMA**, Musical Artist who recently participated in X Factor and **Massimiliano Giornetti**, Director of Polimoda.

A secret garden for Florence

Art Thou celebrates an exceptionally important 2021: Polimoda's 35th anniversary, the 100th edition of Pitti Uomo and the beginning of something new after a long 2020 that kept us on standby. With the awakening of our city, Florence is once again at the heart of the Renaissance. This event is a cultural movement that merges art, architecture, music and nature, bringing to light the craftsmanship that our territory is recognized for. To celebrate this event, the school has chosen to do the fashion show in person, respecting all of the necessary precautions and limitations.

Art Thou isn't just a catwalk, it is an installation gifted to the city with the remarkable works of British artist Rob Mulholland. It is a microcosm open to all, a meeting place celebrating the power of sharing and underlining the message that the whole initiative promotes: there are no boundaries when it comes to diversity. Following the event, the central square—enhanced in an unprecedented scenic solution that fuses sculptural installations and natural elements with blossoming flowers, plants and trees—will be donated to the city to be freely enjoyed, experienced and photographed by Florentines and visitors during the entirety of Pitti Uomo.

Rob Mulholland is a sculptor and environmental artist based in the United Kingdom who exhibits all over the globe. His practice explores the complex relationship between humans and the natural world. Utilizing a wide variety of forms and materials, his sculpture installations interact with their surroundings. He incorporates mirrored surfaces in his sculptures to reflect the given environment and alter the viewer's perception of the space. The reflection is purposely distorted, inviting the observer to question their individual relationship with their surroundings.

The new TikTok channel

The Art Thou: Final Graduation Show event will be available to watch in live streaming on Polimoda's social media channels: Instagram, Facebook, YouTube and the school's brand new TikTok account. Polimoda students will share special behind-the-scenes moments of the show and their unique experience at Pitti Uomo on TikTok from June 29th to July 2nd.

More happenings on the occasion of Pitti Uomo

From June 29th to July 2nd, Polimoda students will be sharing their Pitti Uomo experience in real-time on social media. Students will capture the men's trade fair for different platforms. In collaboration with Pitti Immagine, students will capture what they see and highlights of the day. On Corriere Fiorentino's Instagram, students will share their best moments with the Florentine newspaper's audience.

From June 30th to July 2nd, at the Fortezza da Basso fair in the Superstyling research section at the Central Pavilion, the creations of Polimoda students will be exhibited in a corner dedicated to the creativity of emerging fashion talents. Visitors will see a selection of the most interesting collections, focusing on craftsmanship and sustainability.

Credits: Hair and makeup by **Santini Academy Hair & Beauty**

Press kit: <https://bit.ly/ArtThou>

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