



what is the
future
of fashion?

October 18-21, 2021

From Monday, October 18 through Thursday, October 21 the students of Polimoda's inaugural Master in Sustainable Fashion will present a minimal-waste exhibition of sculpture, clothing, video, sound, and immersive experiences that ponders the question of what the future of the fashion industry will look like. The exhibition, titled "Utopia/Dystopia," will imagine both the positive and negative outcomes of an industry at a crossroads, and how these different realities can affect our future. The site of the exhibition will be Polimoda's historic Villa Favard in the heart of Florence.

The exhibition has been realized as a special project within the Master in Sustainable Fashion launched in April with the objective of raising awareness on sustainable thinking and the visitor's own role in advancing a sustainable future within fashion. Every step of the project has been curated and carried out by the students, from communications to budgeting and the creation of artworks. The showcase will communicate two main messages: (1) Destruction, which will be seen through the ways in which the fashion industry is wreaking havoc on people and the planet; (2) Beauty, which will be visualized through the harmony of the natural world and spotlighting possible solutions to the environmental crisis.

The exhibition consists of 10 art pieces, which center around the main sustainability pillars (environment, social, economic, cultural, innovation and technology), and the exhibition will be an interactive experience triggering different senses (including explorations into sight, sound, and touch). Specifically, visitors will have the chance to dive into immersive installations that give feedback on one's buying habits, and they will have an opportunity to participate in a meditation that simulates the environment of Prato's rag sorters. Apart from that, there will be artworks presented from a range of natural materials including crystals and unconventional clay. Moreover, the exhibition will host works by local artisans, show zero-waste designs, and address the benefits of regenerative agriculture. Finally, the exhibit will tackle larger social issues such as how we can talk about sustainability when some countries don't have their basic needs met.

Overall, feelings of empowerment and motivation will be undercurrents throughout the exhibition because humanity is at a turning point where everyone has the power and means to act for positive change in the fashion industry.

Where: Polimoda, Villa Favard, Via Curtatone, 1, 50123 Firenze FI

When: October 18, 2pm - October 21, 9pm

Invitation Only - Green Pass is Mandatory

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