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POLIMODA, DEBUTS AT DUBAI DESIGN WEEK 2022

The Italian Fashion school reveals its creative resources by its cross-cultural pollination at Dubai Design Week this November from 8th to 13th led by director Massimiliano Giornetti and a never seen before site-specific environmental installation, *Shamal. Sand Stone Stars*.



Shamal. Sand Stone Stars Installation by Lisa Mara Batacchi

Dubai, 8 November 2022: Polimoda announces its participation for the first time in Dubai Design Week, the Middle East's most compelling design and arts platform, curated in strategic partnership with Dubai Design District (d3) taking place from November 8th to 13th. This year's programs focus on designing for a sustainable future and the theme will be integrated in a range of disciplines by Polimoda.

The installation for Dubai Design Week will feature the artwork of Polimoda's alumna and artist Lisa Mara Batacchi. *Shamal. Sand Stone Stars* installation, curated by Federica Forti, invites the public to embark on an ancient journey into the future, traveling at light speed, yet carefully observing those details that the sand may hide, reveal and suddenly conceal. *Shamal* is the hot, dry and dusty wind blowing from the northwest over Iraq, Iran, and the Arabian Peninsula. Lisa Mara is wishing for a possible positive regeneration in the aftermath of extreme events such as a sand storm: the rebirth of humankind for the sake of a greater spirituality and harmony. Inside are two precious tapestries, manually woven by the artist, the ephemeral fabric architecture is seen hanging, seemingly floating upward or downward at the

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mercy of a storm. One will also experience the grandiosity of humankind who can create beauty and splendor.

Shamal. Sand Stone Stars offers the opportunity for an intimate and reflective moment to imagine future life on Planet Earth through open questions. It also aims to be a hub for thoughtful exchange during the Dubai Design Week.

Polimoda Director, Massimiliano Giornetti will conduct hands-on workshops that will focus on the world of couture on November 8th, the first starting at 12:30PM to 2:30PM and the second starting at 3:00PM to 5:00PM in Building 6 R02 at Dubai Design District. The panel discussion with Massimiliano Giornetti is on November 9th from 5:00PM to 6:00PM at the Forum in the Downtown Design Tent at the Dubai Design District. The workshops are open to the public and can register on November 1st on the official website of Dubai Design Week.

Polimoda is recognized worldwide for its high-quality fashion education. Listed as one of the top fashion schools in the world, Polimoda prides itself on its professional training by means of highly specialized working and research methodologies. With 2000 students of 70 different nationalities, Polimoda is not only an educational institute, but a creative campus: a hotbed for visionaries and opinion leaders from the worlds of fashion, culture and education. The fashion school offers more than 40 courses with courses in fashion design, fashion business, textiles, fashion writing and curation, trend forecasting, luxury business, fashion art direction, shoe design, bag design, fashion styling and sustainable fashion. Most of the courses are led by key mentors in the industry, with the likes of Gucci, Li Edelkoort and Tim Blanks.

“We’re excited to participate in Dubai Design Week for the first time ever, this is a great opportunity to connect with the region and with diverse talents, We are very proud to have a space in Dubai and tap into communities. We pride ourselves in disseminating developments in the world of fashion and art.”
says Massimiliano Giornetti, Director of Polimoda.



Lisa Mara Batacchi Featuring her Shamal. Sand Stone Stars Installation

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Polimoda calls on Dubai to discover introspective moments at its installation.

Schedule of Polimoda activities at Dubai Design Week:

8th – 13th November - Polimoda installation – Atrium 7, Dubai Design Week

8th November - Workshops with Massimiliano Giornetti, Director Polimoda

12:30PM – 2:30PM – Workshop 1 - Building 6 R02, Dubai Design District

3:00PM – 5:00PM – Workshop 2 - Building 6 R02, Dubai Design District

9th November – Panel discussion with Massimiliano Giornetti, Director Polimoda

5:00PM-6:00PM – The Forum in the Downtown Design Tent at the Dubai Design District

For additional information, please contact:

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About Polimoda:

Polimoda is known all over the world for its independent approach and its innovative vision of fashion education, based on the combination of design and business. Recognized as one of the best fashion schools in the world, it integrates the know-how of Made in Italy design and production with an international vision. Polimoda's offer includes a wide range of courses and masters for the training of the main professional figures required by the sector, from creative to managerial and strategic ones. Prestigious partnerships for courses held with the most important fashion companies, while mentors and teachers from the industry guarantee teaching based on experience and training that is always up-to-date and in step with the professional reality. With three prestigious locations and 70% of students from abroad, Polimoda represents an international cultural force in the heart of Florence.

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