

POLIMODA

POLIMODA PRESENTS PITTI FILATI CHANGING ROOTS: AN IMMERSIVE INSTALLATION ON THE THEME OF FLUID IDENTITIES

The renowned Florentine fashion school is taking part in the 92nd edition of Pitti Filati, where it presents an immersive and interactive installation devised and developed by Polimoda students that explores fluid identities, freedom of expression and sustainable thinking.

Florence, January 24, 2023 - **Fluidity** declined in **hybrid identities and cultures**, without losing touch with our **roots**: this is the theme of the **Changing RootS** installation presented by **Polimoda** for this edition of **Pitti Filati**. It is a collaborative project by students from the master's courses in **Fashion Trend Forecasting, Sustainable Fashion, Textiles from Farm to Fabric to Fashion** and **Fashion Art Direction**, and from the undergraduate course in **Fashion Design**; a multi-sensory installation through which these young creators invite visitors to think about **differences as possibilities** for empowerment, adding together multiple layers of their own DNA and their own identity.

Like trees that grow and change season after season, while remaining rooted in the earth, we humans have the **right and the desire to grow, experiment, challenge rules and find ourselves**, while continuing to **celebrate our origins**, our past and our communities. An invitation to open our minds in terms of inclusiveness to build new hybrid communities without gender, racial or cultural discrimination, in line with the UN's **Sustainable Development Goals** championed by Polimoda.

Changing RootS is a **choral work**, starting with the **concept** and themes that are proposed by students of trend forecasting, perfected in terms of **sustainability** by the sustainable fashion team, and then translated into **fashion accessories** by fashion design and textiles creatives, before finally being developed into **an installation** by the art direction group. The students imagined a **rotating changing room**, with six different corners and a sound shower that invites visitors to step into the shoes of others and immerse themselves in new identities thanks to **headwear-artworks inspired by various radical cultures**, in a celebration of diversity as sociological richness.

The **Outrageous** headwear, with contrasting volumes and shapes that intertwine, represents the multiple aspects of the human personality. **Rogue Rodeo** reinterprets the cowboy hat and challenges gender rules with bright colours, fringes, beads and draping. **Knitted Guardian** is inspired by the shapes of Saturn's rings to represent our human connection with the universe. **The Modern Medusa** represents feminine strength and the different facets of a woman in an evolution of the femme fatale from Greek mythology towards a more modern vision of femininity. **Patchwork Protection** celebrates a groundbreaking fusion of different cultures, combining the shapes of the Albanian Qeleshe with the intricate patterns of the indigenous Peruvians of Cuzco. Finally, **Streetwear Opulence** represents a new take on the baseball cap through elements of the traditional Austrian hat and the richness of Indian embroidery, merging past and present, streetwear and opulence, in an elegant and contemporary accessory.

The project was curated by Silvia Amorosino, Federica Forti and Arianna Mereu, with sound design by Francesco Rossi.

The works have been created with the help of materials and yarns kindly donated by Alpes Manifattura Filati, Botto Giuseppe S.p.A., Cotonificio Olcese Ferrari, Filati Naturali, Filpucci, Lanificio dell'Olivo S.p.A., Marchi & Fildi, Mister Joe, Pinori Filati, Tollegno 1900.

Changing RootS offers an immersive experience, inviting people to explore different identities in a dialogue that eliminates differences, emphasises freedom of expression, and values diverse roots.

The installation can be visited at Fortezza da Basso in Florence, ground floor, Central Pavilion, From June 25 to 27.

Polimoda Press Office

Polimoda Media Relations Coordinator
Tessa Pisani, press@polimoda.com

Negri Firman PR & Communication
Sara Della Maddalena, polimoda@negrifirman.com

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Students

Master in Fashion Trend Forecasting

María Luisa González Guerrero
Mclees Mantegazza
Alana Lauren Roxin
Poornhima Sreekirishnan
Giulia Elisabeth Stoop
Isadora Tarrago Vieira

Master in Sustainable Fashion

Hannah Campbell
Tsy En Cheong
Claire Marie Fox
Kiki Anette Roeland Janssen
Maria Clara Prati
Tannauz Rouhani
Renata Rubio Cuevas
Machteld Alexandra Pauwine Steenbergen
Aayushi Thakur

Master in Textiles from Farm to Fabric to Fashion

Priya Deep
Luna Mercadini
Georgia Pfaff
Sabrina Stadlober
Loïs van der Weert
Marinela Yzellari

Undergraduate in Fashion Art Direction

Karina Maisha Gidea
Magdalena Kohlmaier
Luca Tim Lohfeyer
Ellen Embla Torsteinsrud
Isabella Sarcone

Undergraduate in Fashion Design

Fernanda Castro
Carola Emma Galli
Mingze Sun
Gabriele Venturi
Marija Yankovich
Kim Rey

Curators

Silvia Amorosino
Federica Forti
Arianna Mereu

Sound design

Francesco Rossi

Technical sponsors

Alpes Manifattura Filati
Botto Giuseppe S.p.A.
Cotonificio Olcese Ferrari
Filati Naturali
Filpucci
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Marchi & Fildi
Mister Joe
Pinori Filati
Tollegno 1900

Polimoda

Polimoda is known worldwide for its independent approach to and innovative vision of training in the world of fashion, bringing together design and business. Recognised as one of the world's top fashion schools, it combines Italian design and production know-how with an international outlook. Polimoda's offering includes a broad range of undergraduate and master's courses addressing the main professional roles in the industry, from creative positions to management and strategy. Prestigious partnerships with leading fashion businesses, as well as with mentors and teachers in the sector, ensure that the experience-based training is always up-to-date and professionally relevant. With three sites and foreign students accounting for 70% of the total, Polimoda is an international cultural powerhouse in the heart of Florence.
www.polimoda.com @polimodafirenze

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