



## **Out of the Blue: The new theme of the Pitti summer editions interprets this unprecedented historical moment through the most evocative and symbolic of colors**

*Out of the Blue*. Literally, without warning. An expression of surprise, wonder, filtered through a color – blue – that becomes the leading theme of the Pitti trade shows summer editions, which are presented in an exclusively digital version on the new Pitti Connect platform. Blue is the color of the sea, the sky, and the infinite beyond. It is the all-inclusive horizon, the backdrop of a universal setting, which we find ourselves navigating. It is a color capable of combining styles, putting together elegance, informality, and experimentation. It is mystical, reconciling, gives rise to tranquility and encourages listening and genuine dialogue. Blue is an intimate color that is public at the same time, as well as a source of inspiration for artists since it transcends time and space. It is made up by shadows and lights, richness and shades, which are first proclaimed and then only hinted at, and is never timid, but always courageous.

“Pitti Immagine takes on a blue mantle for an extraordinary edition, which is completely digital, exploring and expanding upon the potential opportunities made possible by a completely innovative tool like Pitti Connect” **comments Agostino Poletto, general manager of Pitti Immagine**. “We need a new beginning and a new point of view. Blue is the perfect color for opening up the eyes to a different perspective, which was unthinkable up until a few months ago, but extremely striking thanks to the creative resources that have come into play”.

“The choice of *Out of the Blue* arose from the desire to imagine a fresh, open season without limits, and an aptitude for exchanges and new stimulating contacts. Freely inspired by the sea, the clear sky and the shining stars of summer nights, blue offers us an immersive experience that reconnects us to nature and the universe itself” explains **Angelo Figus, art director of the project**. “This color appeared to be the most appropriate for describing a new chapter in the history of fashion that was neither too heavy nor too superficial. From here, we imagined and created an unprecedented campaign of communication. Not just one, but four photographers/artists of international fame, became members of the extensive Pitti family and contributed to creating the images-message most coherent for the shows of this edition, far from every kind of forced aesthetic in search of the right look”.

The launching of the “Out of the Blue” campaign kicks off **Pitti Blue Challenge**: a hashtag, but also a challenge for the large Pitti community. The invitation, open to all, is to contribute and recount the thousand shades of blue by posting on Instagram your very own photos, ideas and inspirations connected to this color, using the **#Pittibluechallenge** hashtag.

### **“Man with clouds”**

#### **Photographer Wolfgang Tillmans designs Pitti Uomo’s Out of the Blue campaign**

For Pitti Uomo, the interpretation of the Out of the Blue campaign is by one of the most influential contemporary photographers, Wolfgang Tillmans, with his work *Man with clouds* from 1998 which depicts a boy flinging himself with a liberating gesture, almost a dance step, towards a blue sky framed by clouds and trees. Born in Remscheid, in Germany, Wolfgang Tillmans is the photographer that was the symbol of the Nineties: on the pages of *ID* and of the most alternative magazines he contributed to defining a new aesthetic, more intimate, poetic, fragile and disorienting. “Nothing is too personal or too private not to be photographed” is the mantra thanks to which he manages to make the ordinary extraordinary. When the Coronavirus emergency broke out, he launched the *2020Solidarity* project to support associations and cultural spaces.

### **The pink and blue project**

#### **The Pitti Bimbo “Out of the Blue” campaign by South Korean photographer JeongMee Yoon**

A superhero-boy who seems to fly over a sky made up of toys, objects and clothes, all rigorously blue. For **Pitti Bimbo**, the reflection on the theme of this edition, **Out of the Blue**, is by the South Korean photographer **JeongMee Yoon** with the photo taken from her acclaimed *The pink and blue project*. A series of photos of little girls and boys, taken even on several occasions during their childhood, against a backdrop of ambients literally covered with toys, clothes and accessories, all blue or all pink. *The pink*



*and blue project* born in 2006 has stimulated reflections on the stereotypes associated with gender identity.

**The artist Nick Cave interprets the theme for Pitti Filati**

**The snapshot of his “As Is” performance is the image of this edition**

For **Pitti Filati**, the image is the snapshot of the performance “**As Is**” realized in 2016 by the dancer and sculptor **Nick Cave** and produced by Shreevport Regional Art Council in which it is possible to appreciate the visual effects of his post African shamanistic costume that stands out against a sky framed by the urban skyline. A friend of the famous singer of the same name, Nick Cave is an artist, performer, dancer and sculptor. Born in Missouri, he lives and works in Chicago. He is the creator of the Soundsuits, wearable sculptures that can produce audio and visual effects, post African shamanistic mask costumes that speak an ancestral language in technicolor, creating a spiritual and joyful transfer.

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