



FRAGRANZE

**Pitti Fragranze presents
*The GurinTalk: Freedom in error.***

A conversation with **Gentucca Bini and **Antonio Perazzi** about
the infinite possibilities that a creative stumble can bring**

Fashion and botany meet at Pitti Fragranze to guide insiders on a journey to discover a different way of narrating perfumes.

On Saturday 18 September at 12 noon in the Conference Space of the Stazione Leopolda, on the occasion of the **18th edition of Pitti Fragranze**, architect and designer **Gentucca Bini** and landscape architect and writer **Antonio Perazzi** will meet and share their respective experiences in the field of fashion and gardening in search of an aesthetic that embraces, rather than rejecting, the error, to transform it into creative inspiration.

The talk aims to suggest to the public of exhibitors and Pitti Fragranze experts a different approach to the storytelling of high perfumery, an area where the undisputed excellence of the product can find new points of contact with the end customer through a narrative that develops more completely the concepts of diversity, of which Bini and Perazzi were precursors.

Combining solid design knowledge with an independent and stubbornly poetic vision, Bini and Perazzi present concrete works in their field, which conquer the public while emerging from the stereotypes of perfection and enhancing what would usually be considered a mistake.

Milanese, born and raised in a family halfway between architecture, high fashion, and art, after graduating in architecture and industrial design, **Gentucca Bini** enters the fashion universe in Paris, in the atelier of Pierre Cardin, and collaborates with Karl Lagerfeld, creating accessories for Chanel couture fashion shows for several seasons. In Italy, she does consultancy for Gianfranco Ferré and Blumarine, and, in 1997, she launches her brand which she still develops today with an anti-conventional approach. She was the creative director of Romeo Gigli, MCM, and Mantero Seta. Since 2014 she has collaborated with Alcantara, creating projects that are halfway between design and architecture. She is currently renovating her new space in Milan, a factory from the 1930s, a place for design and research where she will also house the archive, open to the public, and the sales area.

Landscape designer and writer **Antonio Perazzi**, trained at the Milan Polytechnic and in London at the Kew Royal Botanical Gardens, has formulated the concept of Temporary Botany through his work and his teaching activity. In 1998 he opens his studio with which he has signed projects and consultancy for important architectural firms and engineering companies. He was a finalist for Scalo Farini in Milan working with Grimshaw Architects and Dap Studio; he took care of the new corporate hub for Fendi's Bagno a Ripoli/Capannuccia, and was in charge of the landscape design for the entire former industrial complex of the Manifattura Tabacchi in Florence, and the new Snam headquarters in Milan.

He has published several books ("Il paradiso è un giardino selvatico", "Foraverde", "Contro il giardino") and collaborates with national and international newspapers. He writes a column on the Sunday edition of *Il Sole 24Ore* as well as the historic "Bustine di paesaggio" on *Gardenia* magazine.

On stage, the two guests will dialogue with journalists **Laura Bianchi** and **Cristina Manfredi**, respectively a garden enthusiast and a fashion lover and founders of *Gurin*, a venture that aims to bring together, tell and contaminate the world of gardening with that of fashion, perfumes, music, publishing, and culture, more in general.

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