



## PITTI REFLECTIONS is the new theme of the Pitti Immagine winter shows

**Mirroring and reflecting to go beyond the image,  
in search of what has to be revealed yet,  
in ourselves and in the world around us**

**PITTI REFLECTIONS** is the new theme of the next Pitti Immagine fairs: the leitmotif of the Fortezza da Basso and Stazione Leopolda installations by creative director **Angelo Figus**, and the creative impulse behind the advertising campaign shot by the **Narènte** duo in a high-impact photographic set. *"With its dual meaning of mirroring surface and the mental process of thinking, analyzing and elaborating, REFLECTIONS embodies the desire to question oneself, to go in search of what has to be revealed yet,"* explains **Agostino Poletto**, general manager of **Pitti Immagine**. *"After all, the mirror is our alter ego: it is an instrument of investigation through which we can scrutinize ourselves, our image, and the world around us."*

### **The concept of the advertising campaign**

Refractions, reflections, impressions, mirror images, sometimes corresponding, sometimes not. Refractions, reflections, impressions, mirror images, sometimes corresponding, sometimes not. A mirror game that seems accurate, but it is not, as it doubles, splits, adds, amplifies, escapes, and suggests different angles, offering lateral views. The mirror as a theme of the double, of recognizing oneself, one's own identity as well as other people's, a contradictory sign that reports reality but is also deceit, illusion, alteration, vanity, narcissism, voyeurism, evasion. These are the impressions pursued in the shots and the video made by Lucio Aru and Franco Erre, aka Narente (in Sardinian, a narrating person), a creative couple split between Berlin and Sardinia. And it is precisely on their wonderful land that they have brought Pitti Reflections to life.

### **The design layout at the Fortezza da Basso and the Stazione Leopolda**

Lots of mirrors to open up the spaces, creating dynamism in the exhibition paths. PITTI REFLECTIONS will cover the Fortezza da Basso and the Stazione Leopolda with many reflective surfaces, in various forms, ready to catch the eye and mark different contexts, as in the design layout curated by Alessandro Moradei.

*"We want to open new windows on reflected worlds, play with the real with the virtual dimensions, overturn the sky and the earth, offer a kinetic vision of being in Florence,"* explains **creative director Angelo Figus**. The reflected image is assembled and re-assembled into a sum of splinters suggesting multiple visions, deformations, as in the mirror houses of amusement parks. Windows that cut and open on unexpected views. Often random images that remind us of the mirroring surfaces of the urban world, shop windows that prompt quick questions about how we see ourselves, how others see us, the actual and mental images, which are almost never the same.

### **Narènte**

The Narènte [the narrator, in Sardinian] duo, **Lucio Aru** and **Franco Erre**, are the authors of the video clips and the campaign of the next editions of the Pitti fairs. While, after studying visual arts, Lucio specialized in photography and model management scouting, Franco approaches the

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creation of images after a solid experience in the world of fashion design as the first assistant of some renowned designers.

Their vision's starting point is the search for faces, the human factor, the discovery of people and their identities, the young people who live on the island they want to tell about, trying to escape from the only instagrammable landscapes and rural rhetoric. People, faces then become an opportunity to start a journey that does not bring together separate visions (casting, styling, location, filming) because they are already fused and born together. A continuous dialogue, discussion, and elaboration between Lucio and Franco, between them and a team, made up of those who, after international experiences, have chosen to return to Sardinia to express their creative potential and explore that of the island.