



PITTI IMMAGINE FILATI

## PITTIWAY

The new theme of the 2023 Pitti Immagine winter fashion shows.

The Pitti Filati 92 campaign by director Leonardo Corallini is set in an installation by artist Edoardo Tresoldi.

PITTIWAY, the theme of the up-and-coming Pitti Immagine winter shows, is the result of a joint effort between creative talents and artists, coordinated by creative director **Angelo Figus**. PITTIWAY interprets today's moods and ambitions, transforming them into the leitmotif of the ad campaigns and settings present at the Fortezza da Basso. A chromatic and dynamic result, combining pop and street themes, which in the campaign conceived for **Pitti Filati 92** is condensed in the video by director Leonardo Corallini, shot in Apulia in the Siponto Archaeological National Park, around the "Basilica di Siponto", an installation by Edoardo Tresoldi.

The desire to restart is present in all of us, but choosing the best direction, orientation, and decisions to make is not easy. Directions, stimuli, inspirations, and needs are not always congruent with one another, and it's not possible to proceed in a straight line. We move, stop, and restart. Turn, swerve, slow down, speed up, surpass, stop. These are the contrasting directions seeming to guide our daily habits, in a moment of great uncertainty, which also includes a strong desire for momentum. Managing your decisions, both priority and secondary, ends by tracing a pathway in accordance with a personal trajectory that must consider not only emotions and experience, but also new tools: digital tools, biometric identities, and algorithms.

"PITTIWAY underlines the many possible choices we must consider in order to exit from the complicated global gridlock", **says Agostino Poletto, general director of Pitti Immagine**. "In this moment that is difficult, yet also creative, innovative, and diverse, the Pitti Immagine shows will be a compass for defining new directions, conceiving possible pathways, and considering the possible choices to then restart. At the Fortezza, there will be routes, turn signals, curves, and U-turns for cruising at fast speeds. A sometimes-contradictory pathway that demonstrates an inexhaustible energy: the same that leads towards the new directions, which are all still possible, of the future".

"Creating this theme was a reflection on the unusual moment we are all experiencing, also in fashion. I am interested in the human pathway, and in the wardrobe that discloses its profound connection with this historic moment. Even deciding how to dress means deciding upon a direction", **declares creative director Angelo Figus**.

### The PITTIWAY video for Pitti Filati

The video that accompanies this edition of Pitti Filati was filmed in **Apulia, in the Siponto Archaeological Park**, where **artist Edoardo Tresoldi** created one of his best-known monumental works: a large construction of metallic net which reproduces the Early-Christian Basilica of Siponto. The director Leonardo Corallini used this set to frame portions of the sky between architectural details and spaces left free by the large sculpture. Accompanied by a soundtrack created by composer Elvio Seta, the images become an abstract, metaphysical walk. The lightness of the metallic net finds a border only in the air and in the clouds, creating geometries which, following the PITTIWAY theme, indicate just as many directions to follow.

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## **The Fortezza da Basso settings**

PITTIWAY transforms the Fortezza da Basso into a jungle of visual information, between interactive kiosks, led strips and lighting that light up the evening hours, with a series of settings curated by the architect **Alessandro Moradei**. A playful multitude of signs that take their cue from the language of traffic signs and reinterpret them with pop and original graphics. What's the best direction to take? In fashion, just like on the road, the choice is not obligatory, the direction is not always one-way and the road is not always straight. A metaphor for the numerous fashion inputs and extensive pathways to the trends that the Pitti Immagine shows offer visitors in an ever-changing setting.

## **PITTIWAY - Who's Who**

### **\_ Angelo Figus**

As the creative director of many of the Pitti Immagine shows, he is also the artistic director with Nicola Miller of a special research area at Pitti Filati. Stylist and art director, he is a graduate from the Antwerp Royal Academy, has collaborated with Dries Van Noten, and has worked as costume designer for the Amsterdam Opera. He also has his very own footwear collection.

### **\_ Leonardo Corallini**

Director, photographer, creative director, he is constantly researching projects on the human condition. "I create formats that describe people, I make films to explain how frescos were made in the sixteenth century. I use a language that is digital, cinematic, documentary, of applications. In particular, I launched myworld, where it is possible to follow the advice and visions, and the worlds and tastes of the individuals we decide to use as a reference", he explains. Corallini's portfolio includes various projects developed for brands of fitness, fashion, and tourism, but also participation in film festivals like the Tribeca and Milano Film Festival.

### **\_ Edoardo Tresoldi**

Born in Milan, Edoardo Tresoldi focused on his own artistic career after making his set designer debut, a decision which led him to create environmental installations in public spaces, archaeological contexts, festivals and exhibitions. Wire net is his material of choice, with which he creates large sculptures all over the world. Like "Etherea", created in 2018 for the Coachella Music and Arts Festival in the USA. His 2013 installation "Basilica di Siponto", was awarded the Gold Medal for Italian Architecture.

### **\_ Elvio Seta**

Neuf Voix, a pseudonym of Elvio Seta, is a musician and composer, who strives to create harmony between classical composition and electronic music, using non-conventional methods. He first studied composition at the Pescara Conservatory, to then continue his studies in Berlin, with a focus on sound synthesis.

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