



Play your game at Pitti Uomo! **PITTI GAMES is the theme that characterizes the style** **and the mood of the next Pitti Immagine fairs in June**

Playing, that's the watchword. Because play is an entertaining dimension, challenging but, above all, creative, synonymous with energy, commitment and a desire to win. All ingredients that Pitti Immagine highlights through fashion and lifestyles, and that – thanks to the direction of Leonardo Corallini and the coordination of the creative director Angelo Figus – are condensed in the new theme of the summer fairs: PITTI GAMES.

“Pitti Games is a theme that well espouses the climate of optimism with which we are getting ready to open the next fairs,” **comments Agostino Poletto, general manager of Pitti Immagine.** “For this reason, we tried to imagine the Pitti fairs like a big games table on which to enjoy ourselves, but also on which to stake everything, backing ourselves and our strategy, considering our opponents and partners, leaving our comfort zone, taking some risks, being individualists or playing as a team. Reflecting, shuffling, maybe even bluffing, mixing, messing up, putting the cards down. Basically, play offers lots of input, in life and in our work.”

“I imagined that the next fairs could open like an invitation to the Pitti community to play their own game. A kind of inclusive operation that – from cards to checkers, transformed into graphic signs – could present different strategies and modalities,” **explains the creative director Angelo Figus.** “Naturally there is a constant reference to the world of textiles: checks, zig zags, vertical lines that are broken and put together again in the fair scenario.”

The Pitti Uomo adv campaign

The squares on the chessboard, the elongated backgammon triangles, cards and dice inspire explosive graphic elements that define the sets, recalling the patterns on the outfits of the models. While more advanced technologies, made available by On air studio of Milan, specialized in extended reality, permitted the development of a very high quality video with three dimensional and immersive effects.

PITTI GAMES for Pitti Bimbo

For **Pitti Bimbo** the theme is applied through carefree summer atmospheres. Children always play seriously. On their own, in pairs, in groups, they experiment with challenges, face duels, weave alliances, build teams and the spirit that ensues. Moving around freely in open spaces, gathered around a table, they expose worlds with an extraordinary creative power that can even change the rules of the game. So, **classic playing cards become flying carpets** that take you somewhere else, a frisbee leads you far away, **Mikado sticks multiply like branches in a garden** and the Connect Four portholes open windows onto new scenarios, while continuing to amaze, each time teaching us a different way of looking at things.

PITTI GAMES for Pitti Filati

For Pitti Filati the theme assumes a conceptual application. The game of choice is cards: the skillful hands of the magician twirl the deck evoking – through the movement – the yarn, the structure, the knit. The weft of the cards is intertwined and in tune with the gestures of a dancer whose performance, shot in slow motion, as if by magic becomes a texture.



PITTI GAMES- Who's Who

Angelo Figus

Creative director of many of the Pitti Immagine fairs, he is also the curator, with Nicola Miller, of a highly appreciated research space at Pitti Filati. Stylist and art director, he graduated from the Royal Academy of Antwerp and has collaborated with Dries Van Noten; he has worked as a costume designer for the Amsterdam Opera. He has realized his own footwear collection.

Leonardo Corallini

Director, photographer, creative director, constantly searching for projects with a human factor. «I create formats to portray people, I make films in order to narrate how frescoes were made in the 16th century. I use the language of digital, of cinema, of documentaries, of applications. In particular, I have launched myworld where it is possible to follow the advice and the visions, worlds, tastes of the individual people we decide to choose as our reference» he tells us. Corallini is currently involved in projects for fitness, fashion and tourism brands as well as cinema festivals, like Tribeca and the Milan Film Festival.