



# PITTI IMMAGINE UOMO

## Yellow, energetic, graphical: It's PITTI LEMON

### The theme of the summer 2024 Pitti Immagine fairs

In June, the Pitti Immagine shows will be swept by a wave of energy. **PITTI LEMON** has been chosen as the theme for both the advertising campaign and the setups at the Fortezza. Can you imagine anything more summery, sunny, and refreshing?

PITTI LEMON will be a tasty theme (both in flavor and color), thirst-quenching (for those always craving something new), energizing (for those in search of a boost), astringent (to hold back from saying too much), and anti-free radicals (for those keen on staying young). It is a deliberately light theme yet with a powerful representation: it captures the naive spontaneity of children and has been painted by artists from Ghirlandaio to Manet, from Picasso to Lichtenstein.

The PITTI LEMON campaign, coordinated by **creative director Angelo Figus**, for Pitti Uomo has been interpreted by **Giordano Poloni, a renowned illustrator** who collaborates with major magazines and newspapers worldwide. His creativity brought to life a visionary **Lemon City**, the ideal destination for the two protagonists of the drawing, just as Pitti Uomo is for those seeking style and modernity.

Playful and fun, the lemon strikes a balance between a tennis ball and a rugby ball. It's simple yet consists of many segments", **says Agostino Poletto, General Director of Pitti Immagine**, "and it's both sweet and sour, providing a burst of energy. U2 sings, 'She wore lemon,' while Paolo Conte brings the flavor of lemon gelato to life through his music. Whether it's depicted in a pot or the ground, as a still life or vibrant and alive, juice or pulp, to truly appreciate it, one must squeeze it thoroughly. Essentially, it is a symbol with an iconic impact on meaning and the senses that drove us to a significant decision: to forego photos and videos in our advertising campaigns, opting instead for purely graphical representations—static and animated—created exclusively by graphic designers. We aimed to explore an imaginative narrative, allowing us to capture the diverse aspects of the events from scratch, starting with a blank screen or page, freely drawing and coloring worlds and references.

The theme of PITTI LEMON will be showcased in the Fortezza da Basso setups and experience, curated by **architect Alessandro Moradei**.

### Pitti Lemon - 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.

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**Giordano Poloni**

Always passionate about comics and illustration, he collaborates with The New York Observer, The Guardian, and the Los Angeles Times. With a degree in Cinematography, he has worked in editing and as a graphic animator for music videos and commercials. He lives in Milan with four cats: Kiki, Cody, Nanà, and Mini.