



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 and it's both sweet and sour, providing a burst of energy”, **says Agostino Poletto, General Director of Pitti Immagine**. “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 Fortezza da Basso will open its doors to a unique atmosphere, created under the creative direction of Angelo Figus and architect Alessandro Moradei.

On the wall of the Lyceum, a perfect Instagram-worthy spot, a work by urban artist Alessio 'Bolo' Bolognesi leads toward a series of Pitti Lemon pop-ups that offer a variety of activities.

Visitors will find stations distributing Lemon Postcards, the Lemon Phone booth, and they can enjoy Yellow Bubbles by Tassoni, relax at the Lemon Beach by UniCredit. Plus, the Lemon Scents boutique by Campomarzio70, the Lemon Flowers flower stand, the Lemon Ice gelato cart, the Insta Lemon photo booth machines, the Lemon Parasol selfie area with cute umbrellas, and the Lemon Grocery fruit and vegetable stand.

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Additionally, at the Info Lemon spot, paper maps of all the Pitti Lemon experiences will be distributed along with yellow Sharpie markers. This is also where to buy the limited-edition Pitti Lemon notebooks and shoppers, featuring the exclusive campaign images from this edition of the fairs by internationally renowned illustrators Giordano Poloni, Alessandra De Cristofaro, and Gianluca Foli.

PITTI Mags, the newsstand of Pitti Immagine featuring top independent magazines, joins the Pitti Lemon theme by reissuing a long-sold-out edition of Sindroms Magazine, a Danish publication that dedicates each issue to a different color—naturally, the reprinted issue focuses on yellow, which will dominate an entire wall of the newsstand.

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.

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.