



PITTI IMMAGINE FILATI

**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.

“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 Flowers flower stand, the Lemon Ice gelato cart, the Insta Lemon photo booth machines. 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 Folì.

Pitti Immagine srl  
Via Faenza, 111 - 50123 Firenze  
T +39 055 369 31  
F +39 055 369 32 00  
[www.pittimmagine.com](http://www.pittimmagine.com)



## 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.

### \_ Gianluca Foli

Named by Artribune as the best illustrator of 2023 and a gold medalist at the Society of Illustrators in New York, he is a prominent figure in numerous exhibitions and collaborates with The New York Times, Corriere della Sera, The Wall Street Journal, Rolling Stone Magazine, Taschen, Rizzoli, Mondadori, Laterza, Sony, and Fendi. He has a knack for weaving a fantastical reality around the human figure. He lives in Rome.

Pitti Immagine srl  
Via Faenza, 111 - 50123 Firenze  
T +39 055 369 31  
F +39 055 369 32 00  
[www.pittimmagine.com](http://www.pittimmagine.com)