



**From February 20-22nd in Florence  
the 20th edition of Danzainfiera (Dif)  
the largest international event dedicated to the world of dance  
organized by Pitti Immagine  
at the historic Fortezza da Basso**

A unique and original format in Europe  
combining high-level training and performance through

**Academy & Showbiz:**

*60 Italian and international academies, organizers of dance events,,  
companies and sports promotion entities  
alongside the exhibition and commercial section*

**Brand & Store:**

*80 apparel brands, accessories, and equipment  
with more than 500 buyers expected  
from Italy and 50 foreign countries*

Along with an **Events Calendar** featuring:  
*15,000 classroom seats dedicated to lessons, auditions and masterclasses for dancers,  
270 events across classrooms, stages and public events,  
1,000 choreographies performed on stage*

**To 2026 slogan is:  
*Believe. Dance to become***

**Highlights and updates not to miss:**

discovering the Korean pop culture phenomenon with special events

**K-CODE**

+

a strong focus on **Healthy & Wellness**

+

**Showbiz meetings and new trends from Broadway e London and  
Dancer On Set**

The presence of major international academies is confirmed,  
from **Accademia Teatro alla Scala**  
to prestigious U.S. institutions including  
**The Ailey School** and **Joffrey Ballet School** of New York

Also featured:

professional dancers, students, and stars from TV **talent Amici** and **Ballando con le Stelle**,  
the premier of **The Sound of Shoes**,  
competitions, parades and selections for **major musical productions**

**From 20 to 22 February 2026**, the Fortezza da Basso in Florence becomes the stage for the 20th edition of Danzainfiera (Dif), the event dedicated to the world of dance, organized by Pitti Immagine. The event combines the artistic and cultural, educational, industrial and commercial

components of dance, showcasing thoughtful interaction and harmony. The goal? To exceed the 20,000 visitors from last year, thanks to investments made over recent months to develop the event's dual format.

"Danzainfiera is a central event for us," – **says Raffaello Napoleone, CEO of Pitti Immagine** – "because it is dedicated in particular to young people aspiring to make their dream come true, by taking part in auditions that can change their lives. As the 2026 slogan suggests, *Believe. Dance to become*, it is an invitation to believe in oneself and to pursue one's aspirations."

### **UniCredit is Main Partner of Pitti Immagine**

Since 2020, UniCredit has stood alongside Pitti Immagine as main partner of its trade fairs, contributing ideas, projects and resources to support local development and the productive and commercial excellence of Made in Italy represented at Pitti Immagine events.

### Let's start with the **Brand & Store** section, on the ground floor of the Padiglione Centrale!

Here, visitors can discover around **80 apparel brands, accessories, and equipment**, half of them international, selected for their manufacturing quality and stylistic innovation. The section brings together products and services designed not only for the stage, but also for *backstage life* and everyday wear. Among the featured brands are: **Capezio, Bloch, Gaynor Minden, Grishko, So Danca, Harlequin, Dinamica Ballet, Ballet Rosa, Merlet Dance, Dellalò Milano, Fuego, Apliépús, Danza Creazioni, Mara Dancewear, and Mario Ferrari Ballet Couture.**

Among the new entries to watch are: **Balance**, a men's dancewear brand created by Ukrainian dancer Denys Cherevycho, an internationally awarded artist and principal dancer with the Vienna State Ballet, who will hold a special men's technique class at Dif; **Imperfect Pointes**, a new British company specializing in the production of dance bodysuits with a strong focus on sustainability; and **Mondor**, a Canadian company that for over 70 years has been developing high-performance tights and apparel for dance, gymnastics, and figure skating.

Over **500 specialized buyers from around 50 countries** are expected to attend, reflecting an event that, alongside its artistic dimension, upholds a mission dedicated to supporting high-quality production and commercial systems. In short, it is a **dance marketplace created by Pitti Immagine**, designed to bring supply and demand together through a curatorial approach rather than purely quantitative criteria.

### What can you discover at **Academy & ShowBiz** over the three days of the event?

Visitors will have the opportunity to connect directly with Artistic Directors from some of the most important institutions offering professional training for dancers, performers, and teachers. These include **Accademia Teatro alla Scala, Accademia Ucraina di Balletto, Russian Ballet Society Italia, Ateneo della Danza, Centro Opus Ballet, Balletto di Roma, Balletto di Parma, and Art Village**, alongside programs such as **Modulo Project**, which help prepare for careers in the entertainment industry, and the **Centro di Produzione Nazionale della Danza DanceHaus Più**, which brings together training, artistic residencies, and contemporary dance production. Work is also underway to develop an even more articulated presence with a long-standing Dif participant such as **Teatro Sistina**.

Many institutions from the **United States**, particularly **New York**, including **The Ailey School, Joffrey Ballet School, Peridance Center, Fini Dance, Open Jar Institute, MMG Events, and Ajkun Ballet Theatre** will be present.

Included among the CONI Sports Promotion Bodies are: the **ACSI Dance** sector, with a dedicated classroom and an area for aerial dance, **ASI Danza Italia, MSP Danza Italia**, the Regional Committees of **CSEN Toscana, OPES Toscana, ASC Toscana, MSP Eventi Lazio, and the Italian Dance Sport Committee.**

## What's in the Events Calendar?

First off, more than **270 events** are scheduled, including performances, themed showcases, talks and workshops, with **13 studios** and **3 stages** with events from morning to evening. An event for everyone, from dance lovers of all ages to professionals: Believe!

Danzainfiera brings together all the souls of the choreographic world, a constantly expanding sector, from classical to modern, contemporary, jazz, street, tap and musical theatre, while also going beyond established forms to launch new ideas and trends. These include “Body Percussion Choreography”, “Afro in Heels”, “NY Broadway’s Dynamite Dance”, “Commercial Choreography”, “Not Just Hip Hop”, to name just a few, as well as “Dancer on Set”, a workshop for those aspiring to work in music videos, television or cinema. And within THEPOLE Village, the area dedicated to Pole Dance, dance quite literally becomes vertical.

And when it comes to **highlights** and **new features**, we cannot fail to mention...

### **\_All eyes on Korea with the special K-CODE event program**

A new feature of this edition is “**K-CODE. K-Pop. Dance. Believe**”, a series of events, workshops, initiatives and activations dedicated to K-Pop dance and culture, in all its most vibrant and engaging expressions. This includes a special illuminated dancefloor inspired by the famous dance videogame *Just Dance*, where participants can try their hand at K-Pop choreographies.

On Sunday morning, February 22, Dif will kick things off with three special workshops focused on learning the techniques and distinctive features of **K-Pop** dance and of some of the most famous groups, such as Stray Kids, BlackPink, TWICE and BTS, alongside choreographies like **Rizz** by **XLOV**, **Python** by **GOT7**, and those from the film *Kpop Demon Hunters*, a unique global success that is bold, colorful and full of style.

In the afternoon, a free-entry contest will follow – the Florence stop of the **K-Pop Dance League** – followed by the **Random Dance**, an extremely popular and fun phenomenon within K-Pop culture, born in South Korea and later spreading worldwide. It is a true group game that tests fans’ memory and dance skills, created in collaboration with Just 4 Fun! A festive finale to close Dif dancing.

**Among the new features, an entire HEALTHY & WELLNESS area** is dedicated to activities focused on the body and performance enhancement. Examples include new visceral dance techniques, such as **Danza Somatica®**, which allows dancers to move *for the body* by listening to it and becoming aware of the emotional states it holds, a method patented by **Daniela Rapisarda**. Also featured is the innovative **Integrated Barre on the Reformer**, a new concept designed to maximize core activation and muscle toning, as well as **Spine Postural Dance Support**, a postural training method focusing on core stability, deep strengthening and correction of muscular imbalances typical in dancers through the use of spine correctors. These and many other innovative techniques will be presented within the **Dance Body Care** studio curated by I.D.A., a **space where body, mind, movement and teaching come together**.

The most anticipated stage events return to Dif: the historic **choreographic showcases** “**Dance Parade**” and “**Junior Parade**”, along with the most important **competitions**, featuring an international jury of the highest level that awards, in addition to prize money, numerous scholarships to leading dance institutions worldwide. These include the **20th edition of the “Expression International Dance Competition”**, the **largest international dance competition organized by the International Dance Association (IDA) for over 2,500 dancers**; the **14th edition of Italy’s most important Musical Theatre competition**, promoted by Professione Musical and open to non-professional performers; and the **10th Pop Tap Festival, the only Italian competition dedicated to tap, Irish and clog dance**.

**Linked to this last project**, on Saturday, February 21, Dif will host the absolute premiere of the

highly anticipated show “**THE SOUND OF SHOES**”, entirely produced and directed by Graziella Di Marco. An unmissable event of outstanding excellence, destined to become a historic moment for tap dance in Italy. The protagonists, among the leading figures on the international scene, will deliver unique emotions through technical virtuosity and powerful rhythmic arrangements that will set the stage alight. Guest stars include: **Daniel Borak, D’Angelo Brothers, Daniel Leveillé, Matteo Lo Piccolo, J&C Company, Tommaso Maria Parazzoli** and **Greta Rizzotti**. Get ready to experience a show that celebrates rhythm and artistry at the highest level.

**More than 30 internationally renowned Guest Teachers** will be involved, such as **Guy Salim** (STOMP, BTS, Coldplay, The Black Eyed Peas), **Daniel Leveillé** (STOMP), **Daniel Borak** (CHRP Chicago Human Rhythm Project), **Judine Somerville** (Hairspray, The Ailey School), **Jeff Whiting** (Wicked, Open Jar Institute), **Tracy Inman** and **Michela Boschetto** (The Ailey School), **Diego Salterini**, **TRIX** and **Jamal Callender** (Joffrey Ballet School), **Chiara Ajkun** (Ajkun Ballet Theatre), **Patience J** (Major Lazer), **Arben Giga** (Mika, Kylie Minogue), **MC Momo**, **Lala Bhlite** (Just Dance), **Jacqueline Bulnes** (José Limón), **Abby Silva** (Parsons Dance), **Antonio Fini** (Martha Graham Dance Company), **Tamás Solymosi** (Hungarian National Ballet), **Frédéric Olivieri** (Teatro alla Scala), **Daniela Rapisarda** and **Alessandro Vacca** (Oniin Dance Company), **Simona Ferrazza** (Dutch National Ballet), **Ilenia Montagnoli** and **Tommaso Renda** (Staatsballet Berlin, Monreart), **Claudia Pompili** (Excursus), **Denys Cherevychko** (Wiener Staatsoper), and **Igal Perry** (Peridance).

**Also featured are “Guests” from the TV talent show “Amici” or protagonists from “Ballando con le Stelle:”**

**Carola Puddu, Umberto Gaudino, Sofia Cagnetti, Francesco Fasano, Serena Marchese, Andreas Muller, Lucia Ferrari, Francesca Bosco, Marcello Sacchetta, Samuel Peron, and Roly Maden.**

**There will also be over 50 professional development seminars, teaching masterclasses and presentations** aimed at teachers, including practical and theoretical lessons on new areas where dance is applied. Topics include *Danzatricità® in Pregnancy*, the *Danza in Fascia* method, the *Ailey Horton Technique*, and *Technical Errors and Physiopathologies in Dance*, presented by **Omar De Bartolomeo**, orthopedic surgeon and trauma specialist, widely recognized for his expertise in dance medicine and considered one of the leading experts in movement-related pathologies.

Danzainfiera is held under the patronage of the Municipality of Florence and is associated with I-TEX.

Pitti Crew wears

AfterLabel, Amor Lux, AT.P.CO, Munich



### **FURTHER DETAILS**

Brand & Store Exhibition Section (B2B and B2C) (here) ([here](#))

Academy & Showbiz Exhibition Section (TRAINING AND EVENTS) ([here](#))

Continuous updates and booking options are available on the website [www.danzainfiera.it](http://www.danzainfiera.it).

Share the festival on social media using the hashtag @danzainfiera

“Danzainfiera” Press Office  
CP Plus Srl [press@cpplus.it](mailto:press@cpplus.it)

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