

PRESS RELEASE

**From 20 to 22 February 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**

**BELIEVE. Dance to become  
is the 2026 slogan**

*Florence, 12 February 2026* -From 20 to 22 February 2026 the Fortezza da Basso in Florence will host the **20th edition of Danzainfiera**, the international event dedicated to the world of dance, organized by **Pitti Immagine**. A **unique format in Europe** that combines **high-level training, performances, competitions and a commercial exhibition section, bringing together artists, schools, companies, brands and the public.**

**The 2026 edition** features **62 academies** among its exhibitors, both Italian and international, along with choreographic event organizers, companies and sports promotion bodies, which will take the stage in the **Cavaniglia Pavilion**; **75 specialized brands** in the Brand & Store area, on the **ground floor of the Central Pavilion**, presenting their latest collections, half of which come from abroad, selected for manufacturing quality and stylistic innovation, offering products and services for the stage as well as for *backstage* and everyday life.

**370 events scheduled, 21,845 classroom seats, 13 halls and 3 stages** active from morning to evening; **1,000 choreographies** on stage and **54 appointments dedicated exclusively to teachers**. The goal is to surpass last year's **20,000 attendees**.

A programme of events and activities taking place within a **completely renewed event layout**: from the visitor entrance at **Porta Faenza**, to the first-time use of the **Padiglione delle Ghiaia** as a theatre, through to the absolute novelty of the **Salone M**, which will host three classrooms alongside the Sala delle Nazioni and Sala della Ronda, and, for this edition, also the Sala della Volta, home to the **UniCredit Talk Arena**.

**500 buyers are expected from 50 countries**. The event, alongside its artistic component, preserves the company's mission to support high-quality production and commercial systems. In short, a **dance marketplace made in Pitti Immagine**, guaranteeing an encounter between supply and demand organised according to curatorial rather than purely quantitative criteria.

The presence of major international academies is confirmed, from the **Accademia Teatro alla Scala** to prestigious US institutions such as **The Ailey School** and the **Joffrey Ballet School of New York**, as well as **DanceHaus Più**, an Italian excellence that integrates training, artistic residencies and the production of contemporary dance performances. During the three days,

professional dancers, students and stars will be present, including those from the **talent show Amici** and from **Ballando con le Stelle**.

The 2026 slogan is “**Believe. Dance to become**”: an invitation to believe in talent and in the future of dance. An event for everyone, from enthusiasts of all ages to professionals.

“In an increasingly technological world, with the accelerated development of AI, dance remains a human space. Danzainfiera is for us a central event,” **says Raffaello Napoleone, CEO of Pitti Immagine**, “because it is particularly dedicated to young people who aspire to realise their dream, taking part in auditions that can change their lives, as the 2026 slogan suggests, namely **Believe. Dance to become**, an invitation to believe in ourselves and realise our aspirations.”

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

Since 2020 UniCredit has stood alongside Pitti Immagine as main partner of its fairs, bringing ideas, projects and resources with the aim of supporting the development of territories and the creative, productive and market excellence of Made in Italy represented at the Pitti Immagine events.

DIF was also promoted in the weeks leading up to the event through the travelling contest **Dif On Tour** – organised by Megagenio by Giuseppe Veggia in collaboration with Jets – across shopping centres throughout Italy, in search of talents who will perform in historic choreographic showcases such as “**Dance Parade**” and “**Junior Parade**”.

### **The Brand & Store Section**

On the Ground Floor of the Central Pavilion it will be possible to discover 75 apparel brands, including **Capezio, Bloch, Gaynor Minden, Grishko, So Danca, Harlequin, Dinamica Ballet, Ballet Rosa, Merlet Dance, Dellalò Milano, Fuego, Apliépous, Danza Creazioni, Mara Dancewear, Mario Ferrari Ballet Couture**. Among the new entries, **Balance**, a menswear dance brand created by Ukrainian dancer Denys Cherevychko, winner of international awards and principal dancer of the Vienna State Ballet, who will hold a special men’s technique class at Dif; **Imperfect Pointes**, a new British company specializing in leotards with a focus on sustainability; and **Dance Inked**, a company active for over 60 years in the field of costumes and technical apparel for dance, figure skating, gymnastics and uniforms.

### **The Academy & ShowBiz Area**

The Cavaniglia Pavilion will instead host choreographic institutions and at Dif it will be possible to come into direct contact with the Artistic Directors of the most important organizations offering training for the professions of dancer, performer and teacher.

**Accademia Teatro alla Scala, Accademia Ucraina di Balletto, Russian Ballet Society Italia, Ateneo della Danza, Centro Opus Ballet, Balletto di Roma, Balletto di Parma, Art Village**, home of Roma City Ballet Company and Roma City Musical and Italian centre of the Performing Arts department of the University of the West of Scotland, **Modulo Academy** which prepares students for a career in the entertainment sector (with artistic director Laccio and his experience in X Factor Italia), the **Centro di Produzione Nazionale della Danza DanceHaus Più**, recognized by the Ministry of Culture, which supports the

production of performances and the Exister season, **Accademia Il Sistina** with individual audition sessions and lessons with special guests such as **Rossella Brescia**, star of the musical “Il ragazzo dai pantaloni rosa” by Massimo Romeo Piparo on stage at Teatro Sistina in Rome. Numerous professional schools present throughout Italy: – **Accademia Danza Milano, Aida Danza Community, Arts & Musical School, Brancacciodanza, CIBU, DanceHaus Susanna Beltrami, Demp Danza E Movimento, Hde-Mia, Luna Academy, Mipad, Monreart, New Style Dance, Professione Musical Italia, Professione Danza Parma, Rida Rome International Dance Academy, Spid Dance Academy, Tersicore Danza, The Black Swan, The Gate Florence Dance Urban School, Urban Studios Ancona, Uscite Di Emergenza** – and organizers of festivals, workshops, performances and choreographic events – **2time, Castellabate Dance Festival, Danzarmonia, L.A. Dance Italy, New York Dance Training, Produzioni Ciarfix, Tauriadance, Urbanart, ViaggioDanza, Vignale In Danza.**

Many institutions come from the **United States** and in particular from **New York**, including **The Ailey School, Joffrey Ballet School, Peridance New York City, Fini Dance** and also **Open Jar Institute, MMG Events, Ajkun Ballet Theatre.**

Among the CONI Sports Promotion Bodies, the Dance sector of **ACSI, Dif 2026 partner** with a dedicated classroom, an aerial dance introduction area and the Top Dance showcase, **ASI Danza Italia with lessons and the Dance with ASI showcase, MSP Danza Italia**, the Regional Committees of **CSEN Toscana with Dance On, OPES Toscana with Danzando con il Cuore in tour, ASC Toscana with Talentissima, MSP Eventi Lazio** and the **Italian Dance Sport Committee.**

The most anticipated stage events return to Dif: the historic choreographic showcases “**Dance Parade**” and “**Junior Parade**”, and the most important competitions, with an international jury of the highest level awarding, in addition to prize money, **numerous scholarships** for the world’s leading dance institutions. Among these, the **20th edition of the “Expression International Dance Competition”**, the largest international dance competition organized by the International Dance Association (IDA) for over 2500 dancers; **the 14th edition of the most important Musical competition in Italy**, promoted by Professione Musical and open to non-professional performers, and the **10th Pop Tap Festival**, the only Italian competition dedicated to tap dance, Irish and clog dance.

Numerous **Showbiz** meetings with the most important **international artistic directors**. Over 30 internationally renowned Guest Teachers are involved, names such as **Guy Salim** (STOMP, BTS, Coldplay, The Black Eyed Peas), the world tap champions Daniel Leveillé, Daniel Borak and the D’Angelo Brothers, **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), **Dmitry Semionov** (Mariinsky, Semperoper Dresden, Staatsballett Berlin, Theater Dortmund), **Raffaele Paganini** (Étoile of Teatro dell’Opera di Roma), **Monica Perego** (English National Ballet), **Giovanna Spalice** (Teatro San Carlo), **Mia Molinari, Brian Bullard, 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), **Igal Perry** (Peridance), the Expression judges **Afshin Varjavandi, Ashley Brown, Baby Roc 1, Deadhomies, Filip Barankiewicz, Gina Storm-Jensen, Josh Slater, Julien Desplantez, Mariana Giustina Baravalle, Tatiana Seguin.**

**Among the guests discovered on the TV talent show “Amici” or protagonists of “Ballando con le Stelle”** are: Daniele Doria, Carola Puddu, Umberto Gaudino, Sofia Cagnetti, Francesco Fasano, Serena Marchese, Andreas Muller, Lucia Ferrari, Francesca Bosco, Marcello Sacchetta, Samuel Peron, Roly Maden, Matteo Addino.

### Scholarships and Casting

Danzainfiera is a place where talents are discovered and met. In these 20 years, **through scholarships**, many of them have become professionals and now work all over the world, in Europe as in New York, placed in leading companies such as Ballet Hispánico and the Martha Graham Dance Company, to name just a couple. Many events in the calendar, in fact, including classes, auditions, competitions and showcases, award **scholarships**.

A DIF 2026 anche i **Casting**, curati da Samuel Peron per la trasmissione "I fatti vostri", per i protagonisti giovani di "Saremo Famosi" e meno giovani di "Avanzi di Balera"; curati da Matteo Addino per un nuovo programma TV Rai in primavera; si terranno le selezioni ufficiali di **Ballando On The Road**, il progetto di **Rai Uno** con Milly Carlucci; curati da Laccio quelli rivolti agli aspiranti professionisti che desiderano far conoscere il loro talento ed entrare in Modulo Agency. Ci saranno anche le sessioni in anteprima ed esclusiva di **audizioni attitudinali** individuali con la **commissione dell'Accademia Il Sistina** e i casting **Performer Cup Italy, il circuito nazionale che unisce arte, sport e formazione**

At DIF 2026 there will also be **Castings**, curated by Samuel Peron for the TV show "I fatti vostri", for the young protagonists of "Saremo Famosi" and the more mature participants of "Avanzi di Balera"; curated by Matteo Addino for a new Rai TV programme in spring; the official selections of **Ballando On The Road**, the **Rai Uno** project with Milly Carlucci; and those curated by Laccio aimed at aspiring professionals who wish to showcase their talent and enter Modulo Agency. There will also be preview and exclusive sessions of individual **aptitude auditions** with the **commission of Accademia Il Sistina** and the **Performer Cup Italy** castings, **the national circuit that unites art, sport and training.**

### Highlights and News

Among the central highlights of this year is the focus on the **healthy** and **wellness** world, **with a series** of activities centred on the body and performance enhancement. Examples include the new techniques of visceral dance, among them **Danza Somatica®**, which allows one to dance for the body, listening to it and becoming aware of the emotional states that inhabit it, 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 focused on **core stability**, deep strengthening and correction of muscular imbalances typical in dancers using **spine correctors** – these and many other innovative techniques will be hosted within the **Dance Body Care** classroom curated by I.D.A., **a place where body, mind, movement and teaching meet.**

Not to be missed is the special **K-CODE dedicated to K-Pop and Korean culture**, with a series of events, workshops and initiatives. Among them, the **Demon Hunters Special Workshop** led by Francesca De Filippis, National and European K-Pop Champion, where participants will dance to choreographies from the film of the same name, a unique global success, exuberant, colourful and

rich in style.

**The latest trends of the choreographic world will be present at Dif**, a sector in constant expansion. From classical to modern, contemporary, jazz, street, tap and musical theatre, going beyond established forms and launching new ideas and trends such as “**Body Percussion Choreography**”, where the body is used as an instrument; “**Afro in Heels**”, founded by the inspiring Patience J, a vibrant and inclusive community celebrating diversity and welcoming everyone — parents, grandparents, people with and without disabilities; “**NY Broadway’s Dynamite Dance**”, with Judine Somerville, designed for those wishing to approach musical theatre; “Commercial Choreography”, “**Not Just Hip Hop**”, to name just a few, and “Afro Fusion on Set”, the workshop for those aspiring to work in music videos, TV or cinema, with **Lala Bhlite**, dancer and audiovisual author, as well as **FitFlamc**, the new discipline created by Maria Carrillo that blends enjoyment, wellbeing and flamenco culture.

**Danzatrità in gravidanza, Danza in Fascia and Danza con la Fantasia** offer teachers unique methodological pathways for childhood and motherhood, combining psychomotor development, parent bonding and creative storytelling. In parallel, **Danz-Up** teaches teachers how to communicate more effectively with students, while **Danza Impresa** completes professional training with essential marketing and management tools for running a school.

Within **THEPOLE Village**, the area dedicated to Pole Dance, dance becomes vertical with the **new discipline Flying Pole**. A suspended pole that allows artists to rise into the air, transforming athletic gesture into a visual experience. The discipline was born from the meeting between pole dance and aerial arts, and today is conquering gyms, theatres and artistic productions worldwide. It will be unveiled together with the **2025 Pole Sport World Champion, Francesca Prini**.

**FiniDance New York**, directed by choreographer and entrepreneur **Antonio Fini** (among Danzainfiera’s longest-standing partners), will bring **American Modern Dance**, with **Limón** techniques and **Graham technique**, to celebrate the **centenary of the Martha Graham Dance Company**, the oldest company in America, for which he is structuring – together with school director **Ashley Brown** – an international program.

**Over 50 professional development seminars, masterclasses and presentations** aimed at teachers will also be held, alongside practical and theoretical lessons on new contexts in which dance operates, such as *Danzatrità® in Gravidanza*, the *Danza in Fascia* method, the *Ailey Horton Technique* and *Technical Errors and Physiopathologies in Dance* illustrated by **Dr. Omar De Bartolomeo**, orthopaedic and trauma specialist surgeon, known for his deep expertise in dance medicine and considered one of the foremost experts in dance-related pathologies.

### **What’s new in the Events Calendar**

Among the highlights of the busy event calendar:

#### **K-CODE. K-Pop. Dance. Believe**

Among the novelties of this edition is a series of events, workshops and initiatives dedicated to K-Pop dance and culture, in all its most vibrant and engaging expressions.

On the morning of Sunday 22 February, Dif will open the day with three special workshops to learn techniques and steps of **K-Pop** dance by following the most famous groups such as Stray Kids, BlackPink, TWICE, BTS and drawing inspiration from the **Rizz** choreographies by **XLOV**, “**Python**” by **GOT7** and those from the film *K-Pop Demon Hunters*, a global phenomenon unique for style, energy and colour.

In the afternoon, a free-entry contest will follow –the Florence stage of the **K-Pop Dance League** – followed by the **Random Dance**, a group game beloved in K-Pop culture and now viral worldwide. Born in South Korea and spread across the globe, it tests fans’ memory and dancing skills, in collaboration with Just 4 Fun. A perfect way to close Dif in celebration... dancing.

### **THE SOUND OF SHOES**

Sabato 21 febbraio Dif ospiterà la prima assoluta dell’attesissimo spettacolo interamente prodotto e diretto da **Graziella Di Marco**. Un appuntamento imperdibile e di assoluta eccellenza, destinato a

diventare un evento storico per la tap dance in Italia. I protagonisti, tra i massimi esponenti del panorama mondiale, offriranno emozioni uniche attraverso virtuosismi tecnici e arrangiamenti ritmici travolgenti che infiammeranno il palcoscenico. Le guest star ospiti includono: **Daniel Borak, D'Angelo Brothers, Daniel Leveillé, Matteo Lo Piccolo, J&C Company, Tommaso Maria Parazzoli e Greta Rizzotti**. Preparatevi a vivere uno show che celebra il ritmo e l'arte ai massimi livelli.

On Saturday 21 February Dif will host the world premiere of the highly anticipated show entirely produced and directed by **Graziella Di Marco**. An unmissable appointment of absolute excellence, destined to become a historic event for tap dance in Italy. The performers, among the leading figures on the world scene, will offer unique emotions through technical virtuosity and overwhelming rhythmic arrangements that will ignite the stage. Guest stars include **Daniel Borak, the D'Angelo Brothers, Daniel Leveillé, Matteo Lo Piccolo, J&C Company, Tommaso Maria Parazzoli and Greta Rizzotti**. Prepare to experience a show celebrating rhythm and art at the highest level.

## CREDITS

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

**THE SOCIAL HUB Firenze** is **Official Venue & Events Partner** of **DANZAINFIERA** and **TESTO**, the Pitti Immagine fairs dedicated to dance and publishing.

### Technical Partners

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The **Pitti Crew** wears **AfterLabel, Amor Lux, AT.P.CO, MunichX**

Among the **Media Partner** of this edition is: **Tuttodanza**

Share your Dif experience with **hashtag @danzainfiera**

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### Information and event hours:

Friday, February 20: 09.00 - 19.00

Saturday, February 21: 09.00 - 19.00

Sunday, February 22: 09.00 - 19.00

Entry with ticket purchase is permitted until 18.00.

For information on ticket prices and purchasing

methods: <https://danzainfiera.pittimmagine.com/it/infovisitors>

**Updates and booking options available on the website**

[www.danzainfiera.it](http://www.danzainfiera.it)

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