

POLIMODA

INTERNATIONAL
INSTITUTE
FASHION DESIGN
& MARKETING

Ufficio Stampa Polimoda
Diomedea
via Biondelli, 9 - 20141 Milano
tel. +39 02 89546251
fax +39 02 8466743
press@diomedea.it
www.diomedea.it

Informazioni per il pubblico
Polimoda
via Pisana, 77 - 50143 Firenze
tel. +39 055 7399620
fax +39 055 7399632
info@polimoda.com
www.polimoda.com

Referente Stampa
Polimoda
Tessa Pisani
tel. +39 055 7399675
fax +39 055 7399632
pisanit@polimoda.com



POLIMODA OPEN DAY 2010

DISCOVER THE POLIMODA UNIVERSE FROM 25 TO 27 MARCH

Once more this year, **Polimoda Open Day** offers an innovative experience: **from 25 to 27 March** this prestigious Florentine institute opens its doors to **young people interested in high quality educational courses in the fields of fashion, design and marketing**. Following the success of the initiative last year with the participation of over 400 visitors, Polimoda is offering a series of events, including lectures, open lessons and workshops, which will involve the institute's teachers, experts in the sector and businesses operating in the fashion world.

*"It would be too restrictive – says **Linda Loppa, Director of Polimoda** – to consider the Open Day as just a presentation of the educational courses offered by the institute. Our intention is to create an event which can increasingly **create real links between the courses of study on offer and the world of employment** – links that will form a synergy providing essential support for the fashion industries. With our contribution the business of fashion will continue to be an important factor in the "made-in-Italy" output. Our objective is to produce new resources that will be integrated into the business structures of important companies in the fashion system and this aim is confirmed by the employment rate at the end of our courses. That is why, in the three days of our Open Day events, we have included meetings between students and business, orientation interviews and lectures on the latest trends in the fashion system."*

Open Day begins on 25 March and the first lecture will take place at 3pm with the presentation of a new publication in the Polimoda series, entitled "**Temporary Store. La strategia dell'effimero**", by Francesco Catalano and Francesca Zorzetto, with a foreword by Elio Fiorucci. The book presentation will be followed by a discussion on the increasingly widespread phenomenon of "short-term shops" which manage to satisfy the requirements of both communications and distribution. In addition to the two authors, the speakers will include the art director Felice Limosani and architect Paolo Lucchetta.

During Open Day another topical theme that is increasingly of interest to experts will be under discussion: **ecological fashion**. Concern for the environment is evident within the world of fashion too, and clothes made with recycled materials, biological cotton and natural dyes are ever more frequent. Sass Brown, Director of FIT Florence, will give a talk in English on the issue, entitled "Overview of Eco Fashion" on 26 March at 12.00.

"It is vital – continues Linda Loppa – to pay due attention to what is happening in the world of fashion. The Temporary Stores are a new phenomenon and are constantly on the increase because they are capable of adapting ideally to the requirements of the consumer, even during this period of economic crisis. But the phenomenon of eco-fashion too is influencing the creations and choices of many fashion houses more often now. We decided to discuss and analyze these two emerging aspects as part of the events organized during our Open Days in order to stimulate debate, but also to provide information on the reality of social trends that are rapidly beginning to dominate the scene."

During the Open Days, **workshops for visitors** will also be held (booking in advance is necessary) as well as a **full programme of open lessons, exhibitions and presentations** which will enable visitors to experience at first hand the high standard of teaching and the creativity of the students. Those who are interested in enrolling at Polimoda can also participate at the **Orientation** sessions, intended to help future students to choose the most suitable course for their skills and interests from the vast range of courses offered by the institute. Lastly, on the occasion of the Open Days a **Street Casting event will be held, during which the models – male and female – will be chosen for the Polimoda 2010 fashion show, which will be held on 9 June in Florence.**

During the three days of the event, all the Open Day activities will take place from 10am to 6pm on Thursday 25 and Friday 26 March and from 9am to 1pm on Saturday 27 March, in the Polimoda centres at Villa Strozzi and the Design Lab in Florence, and at the Castello dell'Acciaio at Scandicci.

The complete programme is on www.polimoda.com.

Florence, 25 March 2010