

POLIMODA

POLIMODA PRESENTS ANARCHIVE, THE NEW CREATIVE HUB FOR FASHION RESEARCH

Polimoda announces the creation of a new concept fashion archive, a dynamic research center open to the city and geared to incentivising the development of Fashion Studies.

Florence, March 23, 2023 – Polimoda presents the **ANARCHIVE** project, a new physical and digital environment dedicated to development and research in the area of Fashion Studies and **a dynamic platform for all innovators in the fashion sector**.

A space open to the city, designed to welcome researchers, curators, archivists, students, designers and businesses interested in studying fashion. Not a museum but a **new concept fashion archive**: a vibrant, dynamic and accessible place for research, but also a venue for encounters and events. A workshop in constant evolution based on the curatorship of **iconic garments by great designers**, encouraging contact between the various creative players in the fashion system using a universal idiom and an analytical approach to fashion.

ANARCHIVE will be created in Florence in the Manifattura Tabacchi complex – already home to Polimoda's school – which embodies one of the project's main characteristics: the need to use spaces in a contemporary, accessible way, with the aim of supporting a new generation of creatives and of fostering innovation in fashion.

"Florence has always been a city with strong ties to fashion and the arts, a true cultural hub for the sector," said Polimoda president **Ferruccio Ferragamo**. *"This is where Italian fashion originated and where it continues to play a leading role with Pitti Immagine. So it's only natural that there should be synergy between Florence and ANARCHIVE, a project designed to promote fashion's historical and cultural heritage, with a strong focus on its evolution over time. It's a project that will ensure the city continues to be a point of reference for fashion education and research".*

Indeed, ANARCHIVE is designed as an innovative space that will host **exhibitions, workshops, conferences and debates** on some of the most relevant issues for today's fashion industry, so stimulating reflection on the future of the sector and helping a new generation of researchers to emerge.

"The world of fashion is constantly evolving and ANARCHIVE provides an invaluable resource for anyone wishing to experience it with an innovative approach," stressed the school's director **Massimiliano Giornetti**. *"Looking at the past gives us the inspiration to build a new future that addresses the challenges of our own era. Our project has four functions: archiving, research, training and presentation. Thanks to ANARCHIVE, Polimoda will be creating a physical and virtual place in which to access a unique cultural heritage, a treasure we can draw on to build an increasingly sustainable and innovative future."*

ANARCHIVE will be a collective platform for dialogue and curatorship, accommodating a range of activities. For example, the development of a digital fashion archive, research into new fabrics and technologies, artistic curatorship of garments, collections or archive material, fashion writing and criticism, and the study of fashion history, with a sharp eye on the future of creativity, current trends and anthropological research.

Polimoda Press Office

Polimoda Media Relations Coordinator
Tessa Pisani, press@polimoda.com

Negri Firman PR & Communication
Sara Della Maddalena,
polimoda@negrifirman.com

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ANARCHIVE will also house **one of the largest fashion libraries in Europe**, with an international collection of over 25,000 volumes, in addition to rare, antique and precious materials, a periodicals library with over 600 titles (from the 19th century to the present), lookbooks, commercial catalogues and multimedia content. Lastly, its digital library will offer access to electronic resources dedicated to the fashion and business sectors.

"Fashion isn't only business but a universe of creative potential expanding way beyond the confines of its own world," added **Linda Loppa**, Advisor Strategy and Vision, Polimoda. *"ANARCHIVE will be challenging the usual assumptions in fashion by creating a research center that connects to other disciplines, such as art, science, design, music, photography and cinema. This ambitious project intends to create a universal common language to overcome cultural and geographical barriers and incubate new forms of artistic expression. ANARCHIVE is therefore inviting us to rethink fashion, look beyond appearances and discover all its creative potential."*

The project will be curated by Polimoda and supported by the school's resources, European funding, grants, sponsors, and public and private partnerships interested in training and research.

Polimoda

Polimoda is known worldwide for its independent approach to and innovative vision of training in the world of fashion, bringing together design and business. Recognised as one of the world's top fashion schools, it combines Italian design and production know-how with an international outlook. Polimoda's offering includes a broad range of undergraduate and master's courses addressing the main professional roles in the industry, from creative positions to management and strategy. Prestigious partnerships with leading fashion businesses, as well as with mentors and teachers in the sector, ensure that the experience-based training is always up-to-date and professionally relevant. With three sites and foreign students accounting for 70% of the total, Polimoda is an international cultural powerhouse in the heart of Florence.

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