



PITTI IMMAGINE UOMO 81° **TENTATIVE** CALENDAR OF EVENTS

The events bold printed are sole or joint Pitti Immagine events

MONDAY 9th JANUARY 2012

Time		Address
6.30 pm- 8.30pm	Book Exhibition and Presentation STRIKE YOUR BALANCE	Biblioteca Nazionale Piazza dei Cavalleggeri 1
7.00 pm- 9.00 pm	IL SOLE SUI TETTI terraces with views and visions by Felice Limosani Luci and Ombre, video mapping on site/light installation on air (by invitation)	Palazzo Strozzi Piazza Strozzi
From 8.00 pm	CITTADINO MODELLO Florentines interpreting menswear in photographs by Aldo Fallai Opening evening (by invitation)	Palazzo Vecchio
8.30 pm	Firenze Made in Tuscany Magazine and Polimoda together with Sperry Top Siders and Porsche party (by invitation)	Villa Favard Lungarno Amerigo Vespucci

TUESDAY 10th JANUARY 2012

Time		Address
9.00 am – 6.00 pm	HERNO LAMINAR sartorial engineering presentation by designer Errolson Hugh with the collaboration of Gore producers of the membrane GORE-TEX ©	Cortile Medici
10.30 am	PITTI IMMAGINE UOMO 81 Opening Ceremony (by invitation)	In definition
11.30 am	Gherardini presents La Pretiosa di Leonardo project, artist-designer Press Conference	Area Monumentale First Floor Meeting Room

12.30-3.30 pm	TOKYO FASHION WEEK IN ITALY Press Meeting	Lyceum First floor
2.00-4.00 pm	LA MARTINA and Maserati Present the new capsule collection	Padiglione della Ghiaia Stand 7
2.30 pm	JESUS JEANS, freedom inside Attending: Denise Picca, Marco Boglione, Elisabetta Rolando and Raffaella Traverso Press Meeting	Cavaniglia Stand A/17
3.00 pm	TOMBOLINI Cocktail ZERO GRAVITY	Main Pavilion Lower Floor S 2-6
3.30 pm	SABELT, the road ahead Attending: Gregorio Marsiaj, Marco Boglione, Elisabetta Rolando and Raffaella Traverso Press Presentation	Cavaniglia Stand A/19
4.00 pm	HENRI LLOYD presents A classic legend, a new icon. ConsortJacket by Olmes Carretti	Costruzioni Lorenesi Ground Floor
5.30 pm – 7.30 pm	FGF INDUSTRY Special guest: Pierfrancesco Favino Cocktail Party	Costruzioni Lorenesi Ground Floor
6.00 pm – 9.00 pm	DESMO Sara Lin meets the Chinese delegation Cocktail Party	Via Tornabuoni 7
6.00 pm – 9.30 pm	CNA Federmoda Toscana presents ARTIGIANATO CONTEMPORANEO Timeless Authenticity (by invitation)	Cinema Odeon Piazza Strozzi
6.30 pm – 10.00 pm	GHERARDINI presents the exhibition event La Pretiosa di Leonardo, artist - designer Special guest Maria Grazia Cucinotta (by invitation)	Accademia delle Arti e del Design Via Orsanmichele 4
7.00 pm – 9.00 pm	L'UOMO VOGUE and Maggiolino in collaboration with Who is on Next? invite to ICONIC FUTURE Cocktail (by invitation)	Palazzo Grifoni– Budini Gattai Via dei Servi 51
7.00 pm – 9.00 pm	IL Gruppo RCS presents Firenze & FASHION Italian talents of street graphic art meet the fashion Cocktail (by invitation)	Piazza della Repubblica
From 7.00 pm	ROY ROGERS presents the Men's F/W 2012/2013 Collection Opening of the new headquarters (by invitation)	Campi Bisenzio Via Maestri del Lavoro
From 7.00 pm	SHAFT JEANS Cocktail by invitation	Wine Bar Cantinetta da Verrazzano Via dei Tavolini 18r

CITY EVENTS

11.00 am – 7.00 pm	POLIMODA FUTURE LAB presents Erik Bjerkesjö	Villa Favard Via Curtatone 1
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12.00 am – 3.00 pm	SeSto on Arno Photographic exhibition by Settimio Benedusi on the occasion of the opening of the 6° floor room	Hotel Excelsior Piazza Ognissanti
From 6.00 pm	DUCCI invites to the presentation of the 2012 collection by STUDIOPRETZEL Drink	Lungarno Corsini 24r
From 6.00 pm	L'intuizione dello spazio Sandra Batoni, Antonio Lo Pinto, Donatella Mei and Paola Bortolotti Vernissage	StudioABBAarchitettiassociati Via dei Della Robbia 82
6.00 pm – 9.30 pm	PIRELLI ZERO Cocktail party (by invitation)	Tepidarium
6.30 pm	RIFLE fall/winter 2012-2013 Fashion-Show (by invitation)	Loft E' Piazza del Carmine 2r
From 7.00 pm	FINE LINES Design meets graphic art Carbon Ties by NEROCARBONIO Portraits by Luca Crescenzi	Borghese Palace Art Hotel Via Ghibellina 174 r
7.00 pm – 10.00 pm	A PIEDI NUDI NEL PARCO presents SCUNZANI Cocktail party (by invitation)	Via del Proconsolo 1N
From 7.30 pm	4nero and cocò present MADAME X Cocktail	Via Carlo Marsuppini 4
7.30 pm – 10.30 pm	Patrizia Pepe presents Sun...& Bleached Rolled by ROLLINGSTONE His Clancyness live concert	Piazza San Giovanni 12r

WEDNESDAY 11th JANUARY 2012

Time		Address
9.30 am- 10.30 am	BRUNO MAGLI Breakfast with Max Kirbadin	Main Pavilion Lower floor Taste Lounge
10.00 am	BP STUDIO in collaboration with Massimo Alba Press Conference	Pitti W Dogana
11.00 am	DEKKER & K EJO 10east_from Michigan to Wisconsin Press Meeting	Main Pavilion Ground Floor L/8-9 K/15-17
11.30 am –12.30 pm	Il tessuto....questo sconosciuto Meeting debate promoted by Franz Botré in collaboration with Pier Francesco Corcione and Luciano Barbera.	Lounge MONSIEUR Costruzioni Lorenesi
12.00 pm – 2.00 pm	MASON'S I love Italia To omage Made in Italy	Arena Strozzi Stand B/8 – 12
12.30-3.30 pm	TOKYO FASHION WEEK IN ITALY Press Meeting	Lyceum First floor
1.00 pm	LA MARTINA Presentation of the new GUARDS collection	Padiglione della Ghiaia Stand 7

2.00 pm	ARMATA DI MARE presents the AW 2013 collection Special guest: Fabrizio Corona	Main Pavilion Ground floor H 24
2.30pm- 4.30 pm	DIMATTIA Meets the press	Main Pavilion Salone M Stand 49
3.00 pm	WGSN MENSWEAR TREND SEMINAR A/W 12-13 & S/S 13 In Italian (by invitation)	Area Monumentale First Floor Meeting Room
3.00 pm- 4.30 pm	ALCANTARA Presentation	Cortile Teatro
3.30 pm	K-WAY, let it rain Attending: Francesco Bruno, Marco Boglione, Elisabetta Rolandi and Raffaella Traverso Press Meeting	Cavaniglia Stand A/6-8
4.00 pm	L.O.D.E.N. AL_ANDREA INCONTRI in collaboration with HABSBURG Press Presentation	Main Pavilion Lower Floor – Taste Lounge
From 4.30 pm	MICHALSKY Cocktail Party	Costruzioni Lorenesi 1 st Floor
4.30 pm	WGSN MENSWEAR TREND SEMINAR A/W 12-13 & S/S 13 In English (by invitation)	Area Monumentale 1st Floor Meeting Room
From 5.00 pm	ANISSEJ Show by Maurizio Maestrini	Main Pavilion Lower Floor Stand U/5
5.00 pm 6.30 pm	10A – A THERAPEUTICAL FASHION ACT Presentation Performance (by invitation)	Museo Casa Martelli Via Zannetti 8
5.00-9.00	Dylan Jones, editor of BRITISH GQ invite to a drinks reception to celebrate the presence of wool at Pitti Immagine Uomo (by invitation)	British Institute of Florence Palazzo Lanfredini Lungarno Guicciardini 9
6.00 pm	Pitti Special Project HARDY AMIES Show (by invitation)	Stazione Leopolda Viale F.lli Rosselli 5
6.00 pm	U.S. POLO ASSN. Presents Before Fashion Polo was a Sport Fashion show and cocktail by invitation only	Gipsoteca dell'Istituto d'Arte Piazzale di Porta Romana 9r
Dalle 18.00	MILORD - CAMICERIA MARIA SANT'ANGELO – G.ABO Event	Piazza Strozzi
7.00 pm – 9.00 pm	ETON Cocktail Party (by invitation)	Relais Santa Croce Hotel Via Ghibellina 87
7.30 pm- 9.30 pm	DAKS Autumn/Winter 2012-2013 Presentation Preview for press and buyers	P.T Studio Via Guicciardini 13
7.30 pm	Pitti Immagine Uomo Guest Designer VALENTINO A/I 12-13 Fashion Show (by invitation)	Palazzo Corsini Lungarno Corsini 10
9.00 pm	HARDY AMIES Dinner (by invitation)	Palazzo Borghese

9.30 pm	Fondazione Pitti discovery presents EMILIANO RINALDI New Performer 2012 Fashion Show (by invitation)	Yab Via Sassetti 5R
From 10.00 pm	TOKYO FASHION WEEK IN ITALY Party (by invitation)	Palazzo Capponi all'Annunziata Via Gino Capponi 26
From 11.00 pm	51° L'ALTRO UOMO PARTY since 1987 special Guest: tbd special apparence: Mauro Galligari Elegant attire. By invitation only	Tenax Via Pratese 46/r

CITY EVENTS

10.00 am – 7.00 pm	GEOX FW 2012/2013 Men's collection	Hotel J.k. Place Piazza S. Maria Novella 7
5.00 pm – 7.00 pm	POLIMODA LECTURE Trasmission with Erik Bjerkesjö	Scuderie di Villa Favard Aula Magna
6.00 pm – 9.00 pm	MUSEO GUCCI Open house	Piazza Signoria
6.00 pm – 9.00 pm	ALAIN presents Save the Style Event	FLAIR Piazza Goldoni 6r
6.00 pm- 9.30 pm	TOMMY HILFIGER Dj set Ivan Olita and performance live Cafè Margot Cocktail party by invitation	Piazza Antinori 3d
6.30 pm- 9.30 pm	LEBOLE 2012 ... a future all to be discovered Cocktail (by invitation)	Loft E' Piazza del Carmine 2r
6.30 pm- 10.30 pm	BOTTEGA QUATTRO Optimism is a moral duty Marco Fullone from RadioMonteCarlo, vocalist Wendy D.Lewis Cocktail party (by invitation)	Via dei Rondinelli 9/11/13
In definition	OTTOD'AME Opening Cocktail	Via della Spada 19r
7.00 pm	CRUST and (C) STUDIO Cinellistudio cocktail	Raspini Via Roma 25

THURSDAY 12th JANUARY 2012

Time		Address
10.00 am- 11.00 am	RODRIGO Presentation and special guest: Cesare Bocci	Main Pavilion Ground Floor A/6 B/11
4.00 pm- 7.00 pm	Fondazione Pitti discovery and Polimoda present VESTIRSI DA UOMO Curated by Marc Ascoli (by invitation)	Villa Favard Via Curtatone 1

5.00 pm	Fondazione Pitti discovery present ANDREA POMPILIO New Performer 2012 Fashion show (by invitation)	Alcatraz Stazione Leopolda
6.00 pm- 9.00 pm	Olympia Le Tan Guest Designer Pitti W 9 (by invitation)	Museo Bellini Lungarno Soderini 5
7.00 pm	Telematik Fashion by CADINI Cocktail by invitation	Cadini Café Via Campo d'Arrigo 40/42 r

CITY EVENTS

9.30 am	LUCIA AND LORETTA CAPONI Invite to fashion show Collezione Lingerie Couture BREAKFAST AT LORETTA CAPONI'S	Piazza Antinori 4r
11.30 am- 5.00 pm	MATERIAL PREVIEW Summer 2013 Trends Pre-registration www.materialpreview.com	Stazione Leopolda Viale F.lli Rosselli 5
6.00 pm	E' un momento di pene – il genere maschile Round table	Palazzo NonFinito Via del Proconsolo
From 6.00 pm	Palazzo del Leone Opening event (by invitation)	Piazza della Signoria 4
From 6.00 pm	Le anime del mito Photographies by Leonardo Maniscalchi	Galleria Frilli Via dei Fossi 26r
6.30 pm	DUFFY The photographic Genius (by invitation)	MNAF Museo Nazionale Alinari della Fotografia Piazza S.Maria Novella 14 a Via dei Fossi 10
From 6.30 pm	DIECI ROSSO presents Color Out Fit Revolution 12.01.2012 Cocktail by invitation	

EVERYDAY

Time		Address
9.00-18.00	PIATTO STYLE ANYWHERE Una gara di golf anima il green di Villa Vittoria: è l'installazione site-specific firmata Piatto e curata da Alberto Narduzzi fotografo.	Villa Vittoria Giardino
10.00 am- 7.00 pm Until 13 th January	Gherardini presents La Pretiosa di Leonardo artist - designer	Accademia delle Arti e del Disegno Via Orsanmichele 4r
11.00 am-12.00 am 4.00 pm -5.00 pm	Di.vini sensi an exclusive tasting in the CLASSICO ITALIA Lounge	Padiglione Centrale Upper floor

TUTTI I GIORNI		
Orario		Indirizzo
9.00-18.00	<u>IT'S GRAPHICS NOW!</u> A tribute to the field of visual communications and its ability to transpose the present into symbols, shapes and feelings, often even faster than fashion: graphic design is the main theme of Pitti Uomo 81. Fourteen young international graphic designers - selected by Giorgio Camuffo – will express their views of the future through one word that they will translate into an image-logo. This “vocabulary of images” will be staged in a special setting in the forecourt of the Fortezza da Basso.	Fortezza da Basso
9.00-18.00	<u>Make</u> Make - with a special layout designed by Patricia Urquiola - is the new special area of Pitti Uomo, situated in the Sala Alfa of the Main Pavilion, which embodies the cutting edge craft: unique pieces or limited series created by young designers, with a great attention to details and thoroughly modern perspective.	Padiglione Centrale Sala Alfa
9.00-18.00	<u>Tokyo Fashion Week in Italy</u> Pitti Uomo will host a project in cooperation with Tokyo Fashion Week, bringing some of the most interesting labels on the Japanese creative scene to Florence. About 20 Japanese designers selected by Yuichi Yoshii will show their collections at the Fortezza da Basso's Lyceum. There will be also the special event “RADIO EVA”, showcasing the contemporary creative contaminations between Japanese animation and fashion, with the direction of the Tokyo brand FUGAHUM. In addition, in the evening of 11 th January there will be a “Japanese style” in Florence celebrating this special project.	Fortezza da Basso Lyceum Primo piano
9.00-18.00	<u>Bonotto's Slow Factory</u> Textiles, the semi-finished, creative raw materials for the fashion industry will play the leading roles at Pitti Uomo 81. A special project, staged by Pitti Immagine and Bonotto, one of Italy's leading textile mills with a worldwide following, will show off the great Italian crafting tradition in a striking workshop-atelier setting. Bonotto will present a selection of fabrics chosen for their beauty and their unique technical-structural features.	
9.00-18.00	<u>EXTRA-ORDINAIRES*</u> Through the layout by Patricia Urquiola, Pitti Uomo integrates fashion with other commodities such as lifestyle items for home design and creative crafts. With the brand new project EXTRA-ORDINAIRES*, the Main Pavilion opens in a new type of attendance: objects that Pitti Immagine scouts have chosen for their novelty, beauty and uniqueness.	Padiglione Centrale
9.00-18.00	<u>Sport&Sport</u> The big sportswear brands make major investments in Pitti Uomo: to meet the growing demand from exhibitors, we at Pitti have increased the size of the “Sport & Sport” section: in addition to the Cavaniglia Pavilion and the Padiglione della Ghiaia, the Costruzioni Lorenesi will host another area entirely dedicated to this segment.	Fortezza da Basso Padiglione Cavaniglia Padiglione delle Ghiaia Costruzione Lorenesi
9.00-18.00	<u>New Beat(s)</u> New Beats(s), the area that Pitti Uomo sets aside for absolute debuts, moves	Fortezza da Basso Costruzioni Lorenesi

	to the ground floor of Costruzioni Lorenesi. Here, emerging designers from all over the world whom the Pitti scouts found to be the most interesting, will be meeting an international audience for the first time.	
9.00-18.00	<u>My Factory</u> Created to present the latest expressions of metro culture, the <i>My Factory</i> section - in new settings designed by Oliviero Baldini - has established itself as the place to discover emerging styles and some of the lively creative workshops in the fields of urban wear and sportswear.	Fortezza da Basso Lyceum
9.00-18.00	<u>Touch!</u> The section which has been devoted to the most eclectic ideas for the contemporary wardrobe, and to the most visionary styles that add a touch of eccentricity to the most sophisticated traditional materials. At this edition Touch! will be extended to the Sala del Rondino.	
9.00-18.00	<u>Magazzini Teatro</u> In its continuing evolution Pitti Uomo has established itself as a lifestyle trends setter, exploring the different souls of menswear and reinventing the rules of the exhibition game. From this edition the classic fashion world will be extended to another area initially dedicated to the urban sector, the "Magazzini Teatro".	
9.00-18.00	<u>Designer Collection</u> The section reserved for an avant-garde interpretation of feminine elegance.	
9.00-18.00	<u>Vintage Remake for Pitti W</u> The project dedicated to the remake universe.	
9.00-18.00	<u>Fragranze</u> At Pitti W exclusive brand proposals of the world of artistic and selective perfumery.	

To be seen...

from...until...	Title	Place
From 9 th until 27 th January	Strike your Balance	Biblioteca Nazionale Piazza dei Cavalleggeri 1 Mon-fri 8.15-7.00 pm Sat 8.15-4.30 pm, closed on Sundays and bankholidays.
From 10 th until 15 th January	Cittadino Modello - Florentines interpreting menswear in photographs by Aldo Fallai	Palazzo Vecchio Sala d'Arme Piazza della Signoria 9.00-19.00
From 12 th January until 25 th March 2012	Duffy The Photographic Genius	MNAF P.zza S.Maria Novella 14a mon-sun 10.00 am-7.30 pm Wednesday closed

Until 14 th January 2012	Sguardi contemporanei	Galleria Frascionearte Palazzo Firdolfi Ricasoli Via Maggio 5 10 am-1 pm, 4 pm-7 pm
Until 14 th January 2012	João Maria Gusmão e Pedro Paiva	Museo Marino Marini piazza di San Pancrazio 10.00 am - 5.00 pm Tuesday and Sunday closed €: 4
Until 22 nd January 2012	Denaro e Bellezza	Palazzo Strozzi Piazza Strozzi 9.00 am- 8.00 pm Thursday 9.00 am - 11.00 pm €: 10
Until 22 nd January 2012	Declining Democracy	Strozziina, Piazza Strozzi Tue – Sun 10.00 am - 8.00 pm Thursday 10.00 am - 11.00 pm Monday closed €: 5
Until 31 nd January 2012	Garibaldi fu ferito ...a Firenze	Palazzo Medici Riccardi Via Camillo Cavour 1 9.00 am - 7.00 pm Wednesday closed €: 7
Until 26 th February 2012	Dante illustrato. Paesaggi per la Divina Commedia	Gabinetto Disegni e Stampe degli Uffizi piazzale degli Uffizi Tue – Sun 8.15 am - 6.50 pm Monday closed Entrance with Uffizi ticket
Until 12 th March 2012	Ispirazioni e visioni	Museo Salvatore Ferragamo Palazzo Spini Feroni via de' Tornabuoni 2r 10.00 am - 6.00 pm, Tuesday closed €: 5
Until 30 th March 2012	Marco Santolisi - Geometria degli ascolti	Palazzo Borghese via Ghibellina 110n Mon – Sat 9.00 am - 5.00 pm Free Entrance
Until 12 th June 2012	Il Tabernacolo dei Linaioli del Beato Angelico Restaurato	Museo di San Marco Piazza San Marco 3 Mon – Fri 8.15 am - 1.50 pm Sat Sun and holidays 8.15 am - 4.50 pm, €: 4
Until 30 th June 2012	Cristalli	Museo della Specola via Romana 9, Firenze 9 9.30 am – 4.30 pm Monday closed €: 6
Until 15 th April 2012	Il Risorgimento della maiolica italiana	Museo Stibbert Federigo Stibbert 26 Mon, Tue, Wed

10.00 am - 2.00 pm
Fri, Sat, Sun 10.00 am - 6.00 pm
€: 10

Until
15th April 2012

Le stanze dei tesori

Different Sites
Fri – Sun 10.00 am - 5.00 pm
www.stanzedeiteisori.it
Tel. 055.2340742
€: 10

Until
04th March 2012

La bella Italia

Palazzo Pitti
piazza Pitti
Tue - Sun 8.15 am - 6.50 pm
€: 12

Until
15th January 2012

L'Italia chiamò

Galleria degli Uffizi
piazzale degli Uffizi 1
Tue -Sun 10.00 am - 5.00 pm
Monday closed
Free Entrance