



PITTI IMMAGINE BIMBO 74°
TENTATIVE CALENDAR OF THE EVENTS
JANUARY 19th-21st , 2012
 Fortezza da Basso - Firenze

The events bold printed are sole Pitti Immagine events and the events curved bold printed are joint productions

WEDNESDAY 18th JANUARY

From 2.00 pm	Grand Hotel Minerva Piazza S.Maria Novella	SOTTOCOPERTA and Marina Dal Santo Preview presentation of new collections
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THURSDAY 19th JANUARY

10.15 am	Sala del Rondino	TWIN SET – Simona Barbieri <i>Fashion show (by invitation)</i>
11.00 am	Sala della Ronda	MISS BLUMARINE prod. and distr. by SPAZIO SEI <i>On stage Eleonora e Matilde, daughters of Benedetta Parodi and Fabio Caressa, Ginevra, daughter of Alice e Alberto Gilardino, Rosa and Linda, daughters of Claudia Gerini (by invitation)</i>
11.30	Main Pavilion Ground floor A8 B15	BYBLOS boys & girls <i>Welcome party</i>

12.15 pm - 2.00 pm	Teatrino Lorenese	SIMONETTA FOR UNICEF (12.30 press conference) Beppe Fiorello and Camilla Filippi are attending
12.00 pm	Main Pavilion Lower Floor - Lounge	Who's on next? Bimbo Awarding
From 12.00 pm	Padiglione Cavaniglia Stand W 7/9	D.A. DANIELE ALESSANDRINI Autumn/Winter 2012 collection Cocktail (by invitation)
12.30 pm - 3.00 pm	Area Monumentale Sala Ottagonale	I PINCO PALLINO Special guest: Alena Seredova event (by invitation)
12.30 pm - 2.00 pm	Main Pavilion Lower Floor W 1/3	ERMANNO SCERVINO JUNIOR Ermanno Scervino meet the press
1.00 pm	Sala del Rondino	ELSY GIRL Fashion show (by invitation)
2.00 pm	Sala della Ronda	MISS GRANT AND GRANT GARÇON Fashion show (by invitation <u>only</u>)
2.30 pm	Main Pavilion Lower Floor P2/4 Q1/3	Presentation of the ROBERTO CAVALLI JUNIOR collection
2.30 pm	Main Pavilion Lower floor T 23	NIXIE Clothing How to make a rose hairclip from vintage scraps
3.00 pm	Main Pavilion Ground floor H 17 I 14	NANAN Amici d'infanzia Present the new collection A./W. 2012/2013 Cocktail
3.00 pm - 4.30 pm	Sala della Scherma Area Monumentale	UNICA with Bikkembergs, Patrizia Pepe and Virtus Palestre present: KIDS HELP KIDS – i bambini aiutano i bambini With the participation of the music author Mogol
3.00 pm - 5.00 pm	Cavaniglia Stand X 1	RONDINELLA shoes Dirty Hands: la fantasia ha le mani sporche Action Painting with Les Friches Chocolate for all guests
3.30 pm	Main Pavilion First floor B14-16 E 7-8	ARTIGLI Girl/CR68 Romantic vs Urban Style Cocktail party
3.30 pm - 4.30 pm	Main Pavilion Ground Floor K1/3 L1/3	PAUL SMITH JUNIOR Tea time cocktail presenting the new shoes collection
4.00 pm	Sala del Rondino	FUN FUN GIRL Fashion show (by invitation)
4.00 pm - 5.30 pm	Main Pavilion Lower Floor W9 Z5	FENDI INGLESINA Cocktail
5.00 pm	Sala della Ronda	SWAROVSKI ELEMENTS Fashion show (by invitation)
From 5.00 pm	NEW VIEW STAND	COLLEZIONI BAMBINI Leave your mark on Fashion! Cocktail

After 6.00 pm	Grand Hotel Minerva Piazza S.Maria Novella	SOTTOCOPERTA and Marina Dal Santo Presentation of new collection
6.30 pm - 9.00 pm	Uoll Via Renato Fantoni 8	MARNI Childrenswear collection presentation (by invitation)
7.00 pm	Le Pagliere	MONNALISA Fashion show (by invitation)
7.30 pm- 9.00 pm	Hard Rock Café Via Brunelleschi 1	DYNAMO project presentation and dj set by Radio Dynamo
8.30 pm	Teatro Goldoni Via Santa Maria 15	Illudia Dall'innocenza all'esperienza Fashion show (by invitation)

CITY EVENTS

5.30 pm - 7.30 pm	Palazzo Corsini Lungarno Corsini	YOUNG VERSACE Cocktail (by invitation)
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FRIDAY 20th JANUARY

9.00-18.00	Main Pavilion Lower floor W 21-23 Z 11	NOUKIE'S and ARCHIMEDE Press presentation
9.30 am- 11.00 am	Taste Lounge Main Pavilion Lower floor	Corriere della Sera STYLE PICCOLI Invites to the presentation of Style Piccoli Russia
10.00 am	Sala del Rondino	FRACOMINA MINI Fashion show (by invitation)
11.00 am	Sala della Ronda	Sarabanda Fashion show (by invitation)
11.00 am- 1.00 pm	Padiglione della Ghiaia Stand A 10-20	GUESS KIDS American brunch (by invitation only)
11.30 am - 1.30 pm	C/o stand	Ronnie Kay presentation
12.00 pm- 2.00 pm	Cavaniglia Stand X 16	DYNAMO CAMP Onlus Cocktail
12.30 pm- 2.30 pm	Main Pavilion Ground floor K 13 L7	STORY LORIS presents the LA PERLA underwear, night and hosiery collection
1.00 pm	Sala del Rondino	ICE ICEBERG prod. and distr. by SPAZIO SEI Fashion show (by invitation)
2.00 pm - 4.00 pm	Main Pavilion Ground Floor E2 F2	THUN Count Thun meets the press
2.30 pm	Main Pavilion Lower floor T 23	NIXIE CLOTHING How to make a headpiece
3.30 pm	Main Pavilion lower floor V 26	BABY A. / TRE API Il merendino

After 6.00 pm	Grand Hotel Minerva Piazza S.Maria Novella	SOTTOCOPERTA and Marina Dal Santo Presentation of new collections
8.30 pm	GH Villa Medici via Il Prato 42	FLORENCE WHITE NIGHT event (by invitation)

SATURDAY 21ST JANUARY

11.00 am	Main Pavilion Lower floor T 23	NIXIE CLOTHING How to make pom poms from scraps
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THURSDAY 19TH TO SATURDAY 21ST JANUARY

9.00 am- 6 pm	Ghiaia Spazio Esterno Stand 1	MINIFIX Hot Chocolate with cream
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To be seen everyday...from 9.00 am to 6.00 pm

SPORT GENERATION

Always at Pitti Bimbo Sport Generation is the world dedicated to the great brand of sportswear and activewear. Focus on clothing dedicated to freetime, in the space in which there are the most important names of childrenswear and kid collections.

Padiglione Cavaniglia
Cortile del Cavaniglia

SUPERSTREET

SuperStreet is the section that talks denim and street culture world for juniors and teens. On the inside of an always new and creative ad hoc setting, the clothing tells of the membership of a tribe that is different thanks to sounds, images and messages.

Padiglione delle Ghiaia
Armeria
Fureria
Piazzale della Ghiaia
Ghiaia Spazi Esterni
Cortile del Teatrino

NEW VIEW

New View is the Pitti Bimbo experimental lab : this section presents the luxury of minimal collections, with a high creative content, of innovative brands destined to a demanding and attentive – to the quality of the product – public. An International style that goes beyond fashion trends to anticipate the tastes.

Main Pavilion
Lower Floor
Salone M

ECOETHIC

EcoEthic is the world that at Pitti Bimbo expresses the eco-evolution of fashion baby, with a selection of collections dedicated to the attention that children's fashions devote to ethical and ecological issues, and it features a selection of the best brands that make eco-ethical content part of their signature.

The companies, from all over the world, use organic and biological materials that are produced with respect for nature and in a chain that protects local manufacturing and small communities while helping to save our planet.

Main Pavilion
Lower Floor

APARTMENT

Apartment is the project dedicated to brands focusing on contemporary luxury lifestyles in children's fashions. A special section, with a new and striking theme-setting, that shows international collections of clothing and accessories oriented to buyers of cutting-edge boutiques.

Lyceum

PITTI BIMBO

Elegance and tradition in a contemporary key and sized for children, with an eye on what's happening in the world of grownup fashions: this is Pitti Bimbo.

Costruzioni Lorenesi: ground and upper floor
Main Pavilion:
Upper floor, lower floor, lower floor
Polveriera
Area Monumentale:
Sala delle Colonne, Sala dell'Arco
Sala della Scherma, Sala delle Grotte; Sala della Volta, Galleria; Sala Ottagonale

IT'S GRAPHICS NOW!

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 Bimbo 74. 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

To be seen and not to miss.....

from...until...	Title	Place
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.
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 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	Strozzina, 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 16 th February 2012	Strappi. Personale di Hemmes	Galleria del Palazzo-Coveri Lungarno Guicciardini 19 Tuesday - Saturday 11.00 am-1.00 pm, 3.30-19.00pm
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 Santolisier - 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 15 th April 2012	Le stanze dei tesori	Different Sites Fri – Sun 10.00 am - 5.00 pm www.stanzedeitesori.it Tel. 055.2340742 €: 10
Until 04 th March 2012	La bella Italia	Palazzo Pitti piazza Pitti Tue - Sun 8.15 am - 6.50 pm €: 12