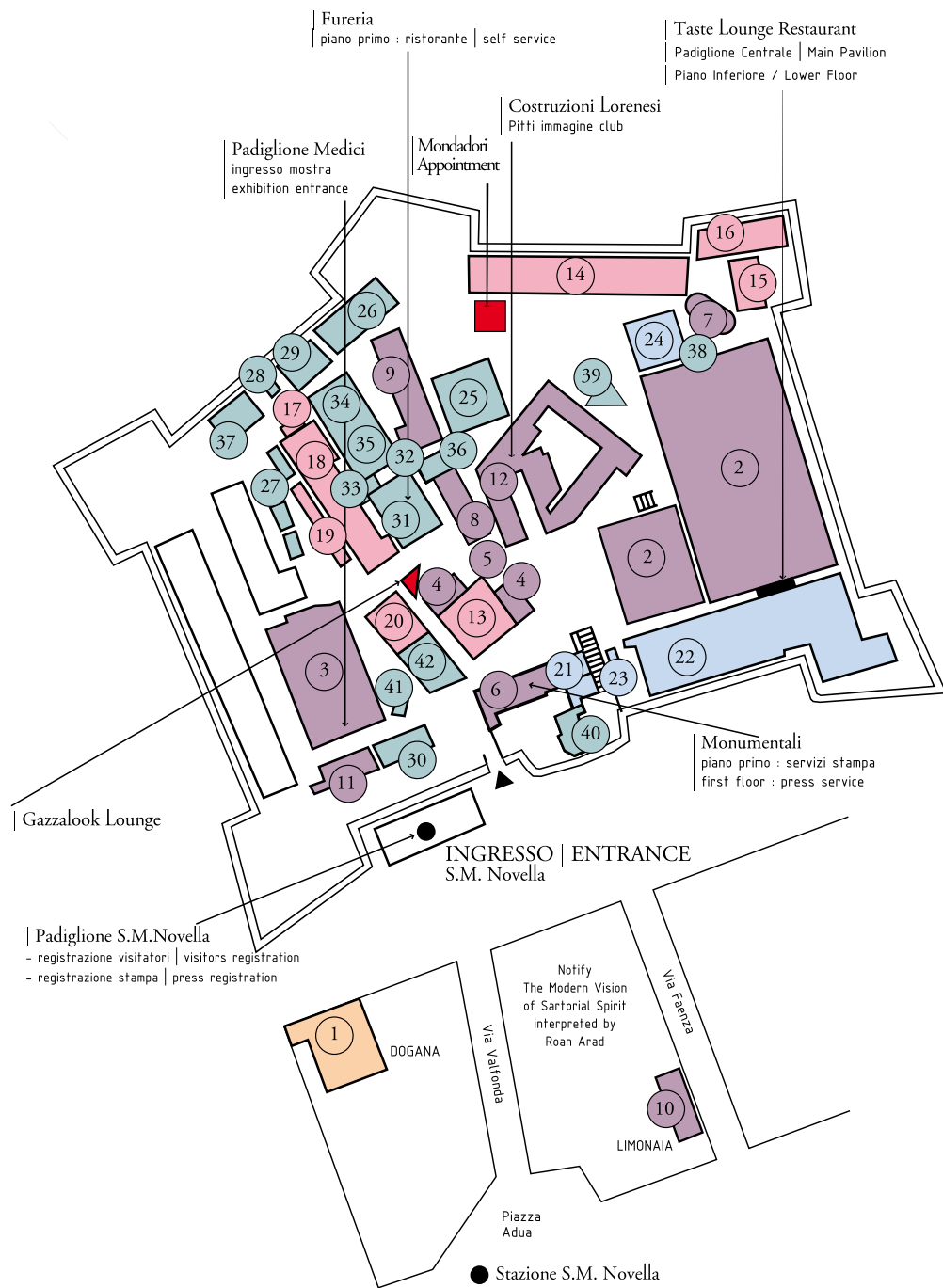


I | Com'è articolata la mostra | Exhibition layout



- 1 ● Pitti W_Woman Precollection
Dogana

- 2 ● Pop Up Stores
Padiglione Centrale / piano inferiore
- 2 Pitti Uomo
Padiglione Centrale / piano inferiore
Padiglione Centrale / piano inferiore / Salone M
Padiglione Centrale / piano terra
Padiglione Centrale / piano attico
- 3 Padiglione Medici
- 4 Padiglione delle Ghiaia
- 5 Piazzale delle Ghiaia
- 6 Area Monumentale
- 7 Polveriera
- 8 Teatrino Lorenese
- 9 Magazzino 07
- 10 Limonaia
- 11 Palestra
- 12 Costruzioni Lorenesi / piano terra / piano primo
- Affinità Elettive
12 Costruzioni Lorenesi / piano terra
- Fashion at Work
12 Costruzioni Lorenesi / piano terra

- 13 ● Fashion/Design
Padiglione delle Ghiaia
- 14 Futuro Maschile
Sala delle Nazioni
- 15 Sale della Ronda B
- 16 Touch!
Sala della Ronda A
- 17 L'Altro Uomo
Cortile dell'Arsenale
- 18 Arsenale / piano terra / piano primo
- 19 Sala dell'Arsenale
- 20 New Beat(s)
Lyceum

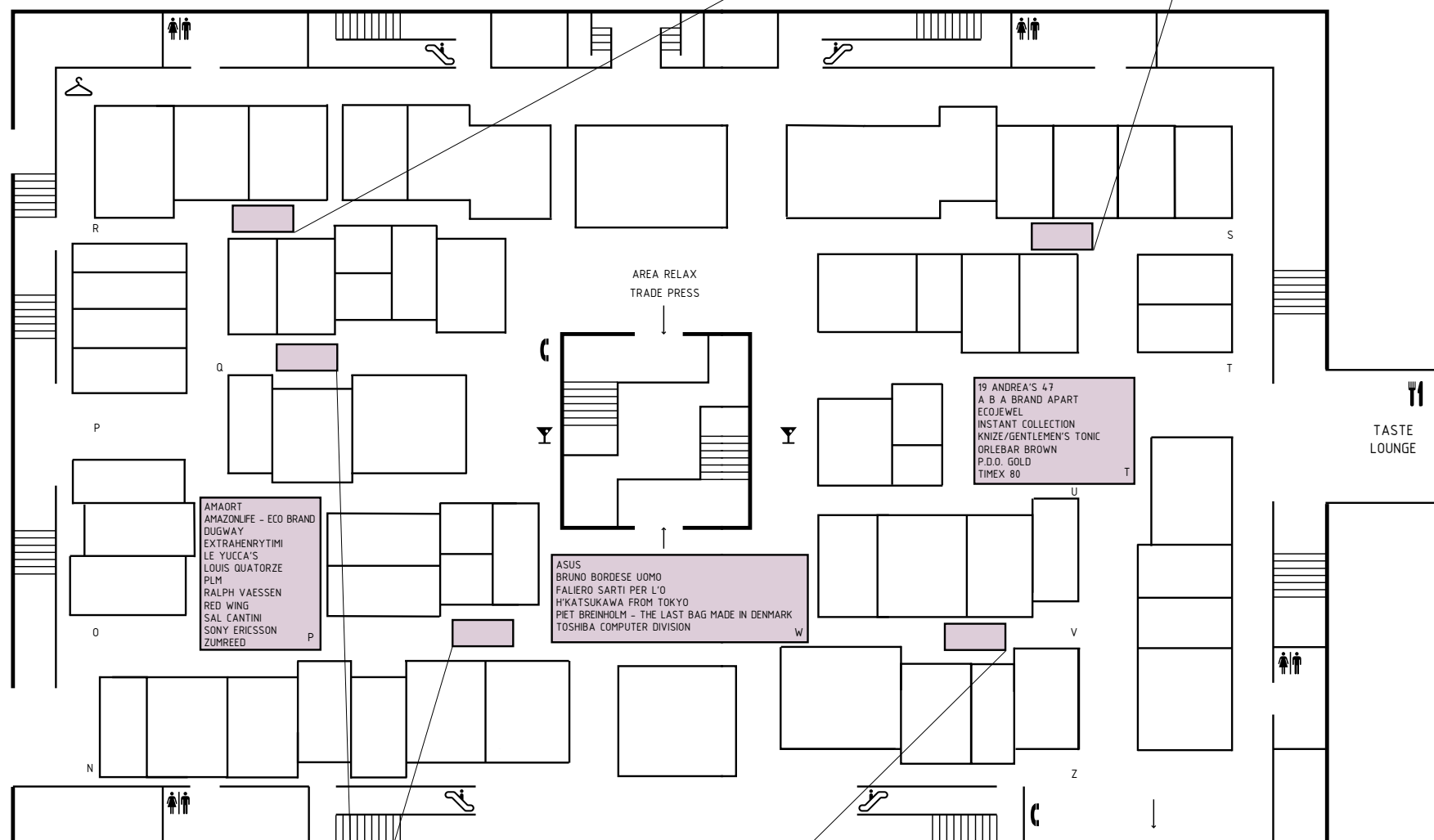
- 21 ● Sport & Sport
Area Monumentale
- 22 Padiglione Cavaniglia
- 23 Cortile del Cavaniglia
- 24 Upper Casual
Padiglione Centrale / piano inferiore / Sala Alfa

- 25 ● Ynformal
Arena Strozzi
- Urban Panorama
26 Spazio Belliore
- 27 Cortile dell'Arsenale
- 28 Casamatta
- 29 Magazzino 02
- 30 Magazzini Teatro
- 31 Fureria
- 32 Cortile delle Quinte
- 33 Cortile dell'Armeria
- 34 Armeria / piano terra
- 35 Armeria / piano primo
- 36 Quinte Teatro / piano terra / piano primo
- 37 Sala della Guardia
- 38 Cortile della Polveriera
- 39 Costruzioni Lorenesi / piano terra
- 40 Area Monumentale / Sala Ottagonale
- 41 Cortile del Medici
- Welcome to my House
42 Lyceum

Pop Up Stores
Padiglione Centrale | n. 2
piano inferiore / lower floor

THAT'S ME in PILLS
"Vieni via con me"

THAT'S ME in PILLS
"Tropical Malady"



THAT'S ME in PILLS
"Urban shortcuts"

THAT'S ME in PILLS
"It's my life"

THAT'S ME in PILLS
"Il seduttore involontario"

NEW PROJECT !
NEW LIFESTYLE AREAS

ITA → Riservate ai buyer più sofisticati.

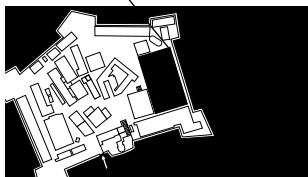
POP UP STORES: tre spazi espositivi al Piano Inferiore riservati a una selezione di accessori / lifestyle: dalle borse ai gioielli, dagli occhiali agli orologi, dai prodotti cosmetici ai libri e alle pocket technologies.

THAT'S ME IN PILLS: 5 aree speciali nel percorso del nuovo layout, rappresentati da una speciale selezione affidata da Pitti Immagine a un gruppo di curatori di magazine di costume. Oggetti e input d'autore su libri, musica, viaggi, hobbies e seduzione.

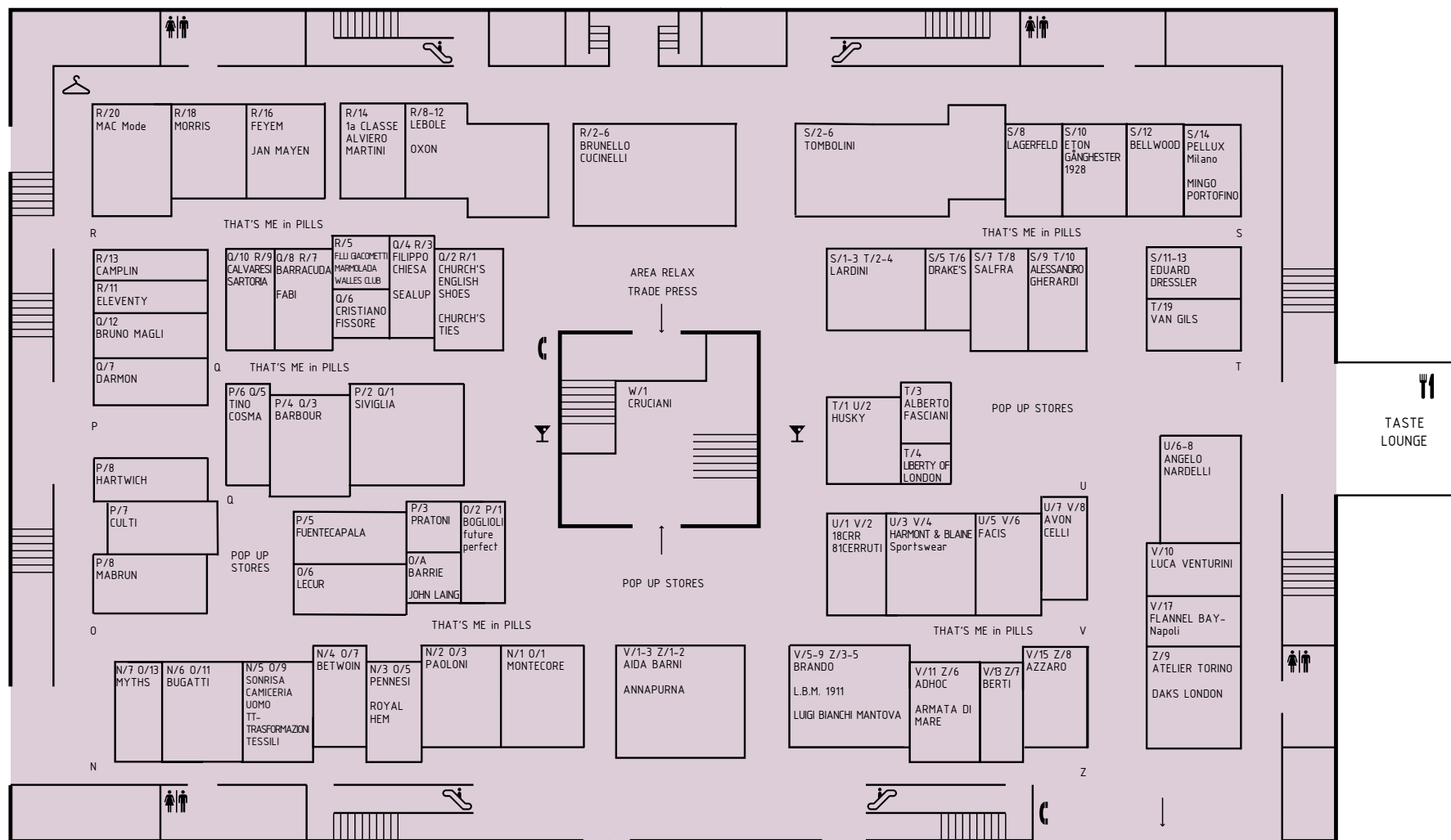
ENG → Reserved for the most sophisticated buyers.

POP UP STORES: three areas on the Lower Level dedicated to a selection of lifestyle accessories: from bags to jewels, from eyewear to watches, from cosmetics to books to pocket technologies.

THAT'S ME IN PILLS: Five special areas in the new layout itinerary will be represented by a special selection chosen for Pitti Immagine by a group of lifestyle magazine editors. Objects and input from those in the know on books, music, travel, hobbies and seduction.



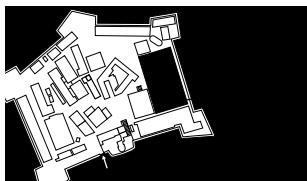
Pitti Uomo
Padiglione Centrale | n. 2
piano inferiore / lower floor



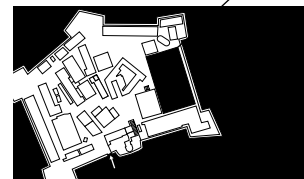
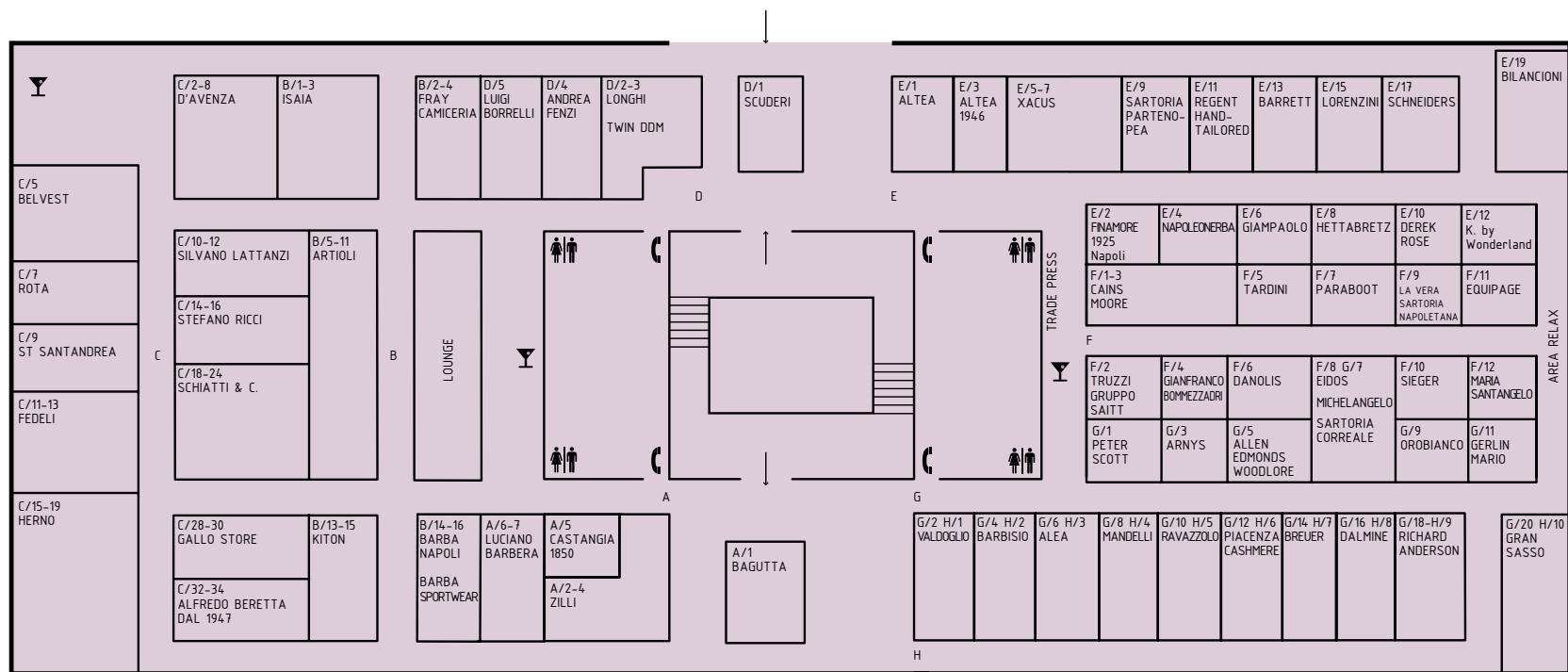
NEW PROJECT !

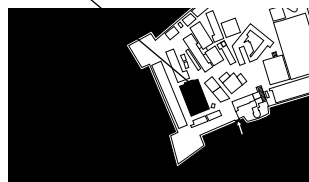
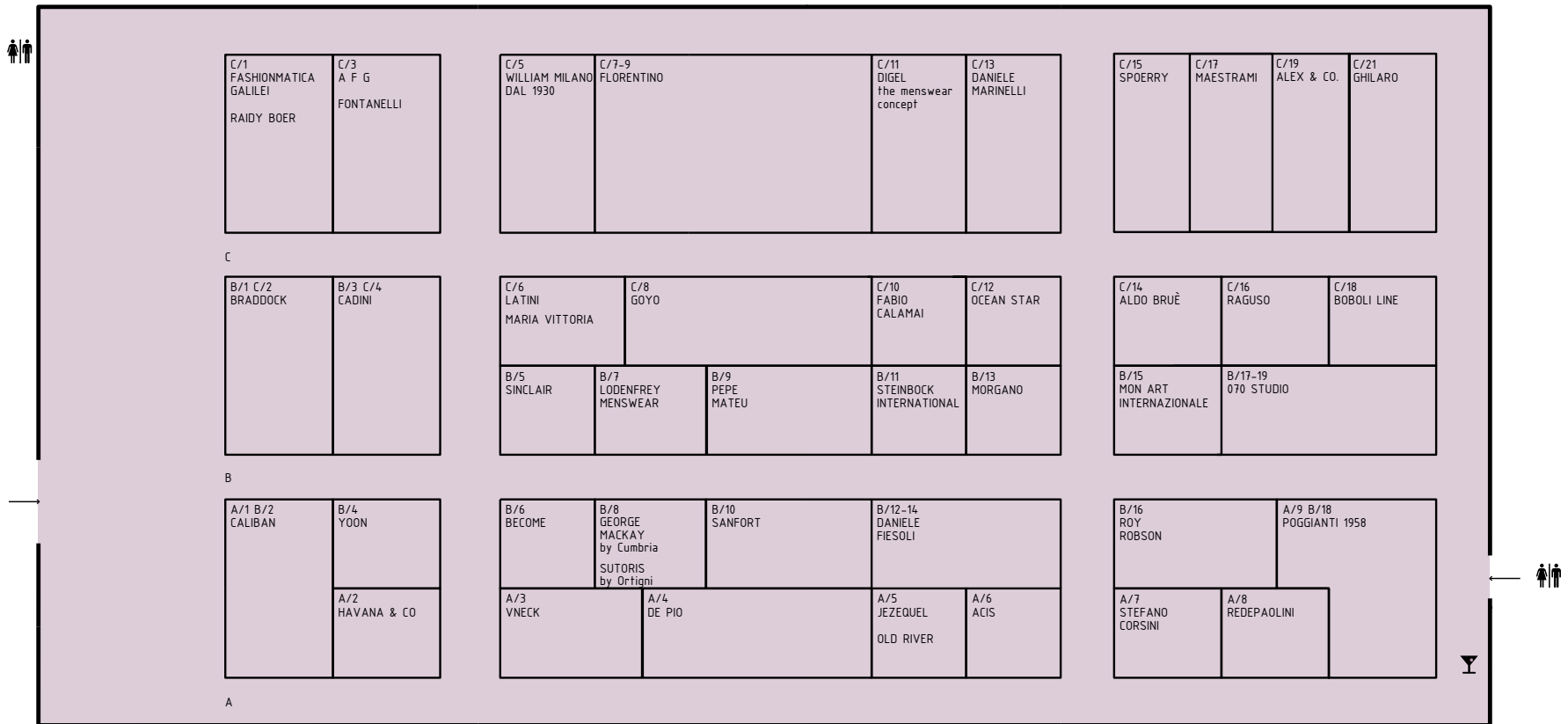
NEW DESIGN by PATRICIA URQUIOLA
ITA → Pitti Immagine Uomo lancia il nuovo layout del salone curato da Patricia Urquiola. Un nuovo modo di vivere e raccontare la manifestazione, che mette in scena spazi aperti alle più moderne combinazioni di abbigliamento, accessori, stili di vita, consumi culturali e intrattenimento.

ENG → Pitti Immagine Uomo will be unveiling the new trade fair layout curated by Patricia Urquiola. A new way of experiencing and recounting the fair that showcases the focus is on spaces open to the utmost in modern combinations of clothing, accessories, lifestyles, cultural consumption, and entertainment.

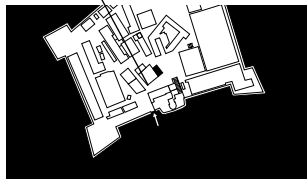
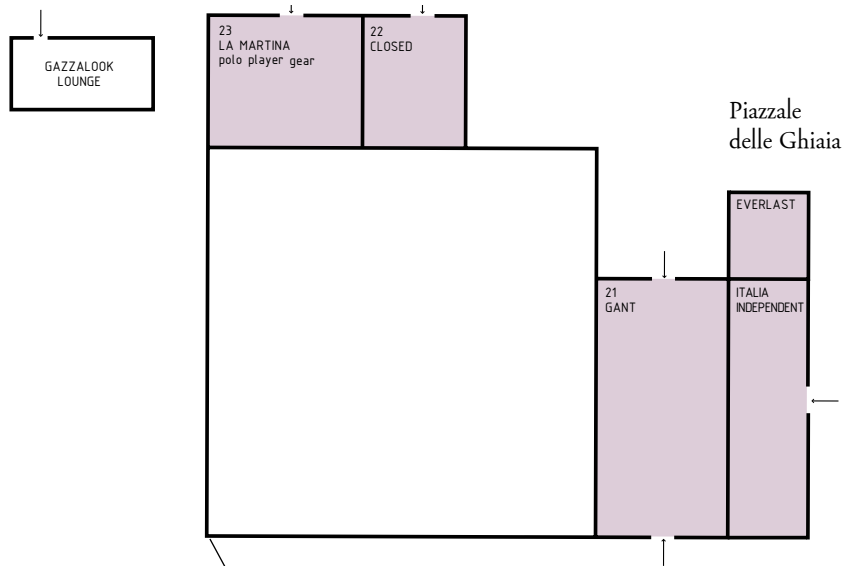


Pitti Uomo
Padiglione Centrale | n. 2
piano attico / top floor

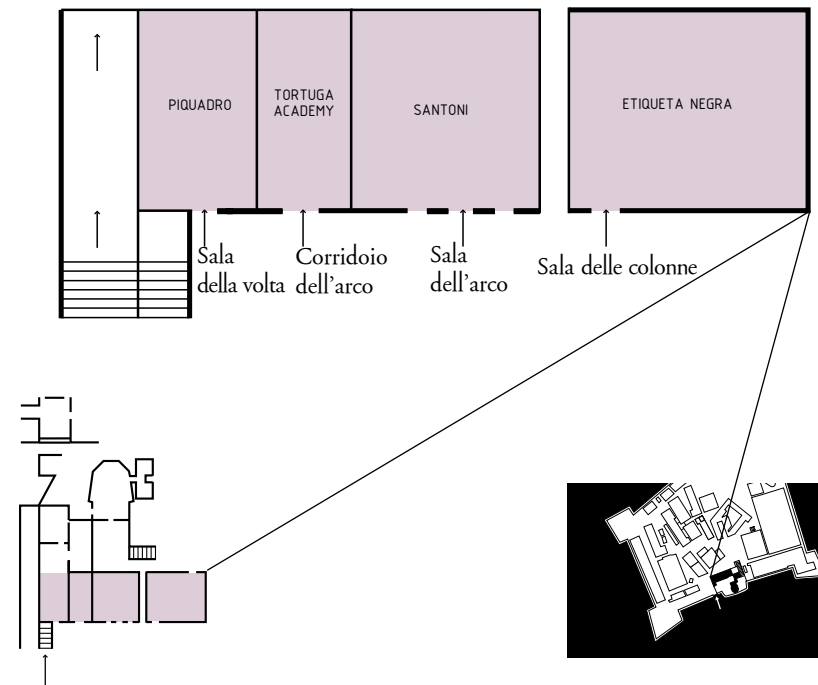




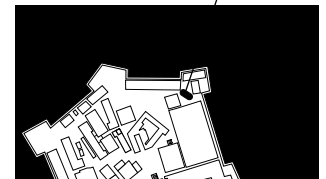
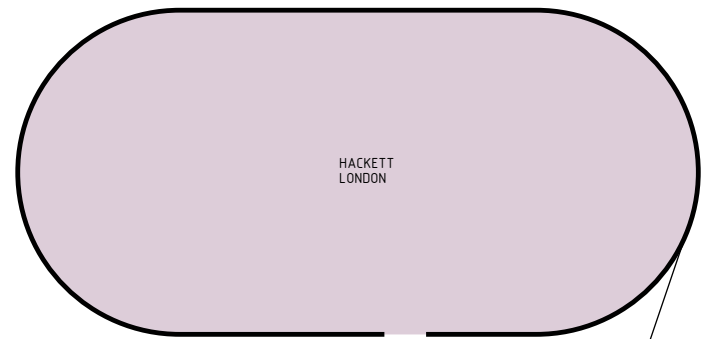
Pitti Uomo
 Padiglione delle Ghiaia | n. ④
 Piazzale delle Ghiaia | n. ⑤



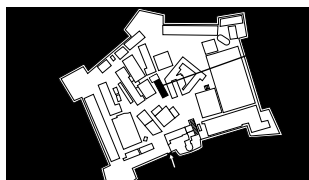
Pitti Uomo
 Area Monumentale | n. ⑥



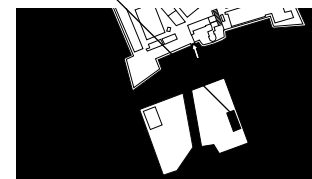
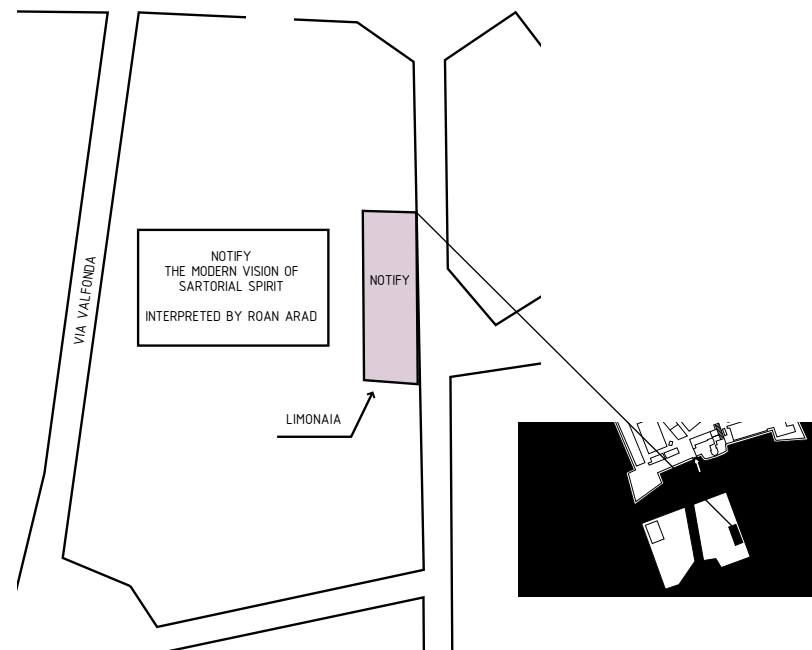
Pitti Uomo
 Polveriera | n. ⑦



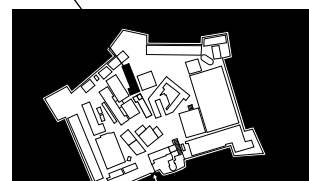
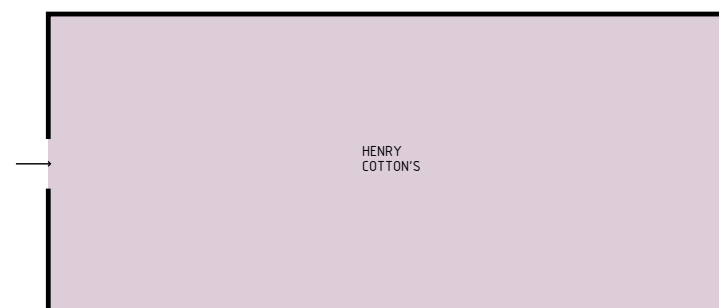
Pitti Uomo
Teatrino Lorenese | n. 8



Pitti Uomo
Limonaia | n. 10

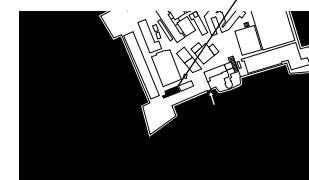


Pitti Uomo
Magazzino 07 | n. 9

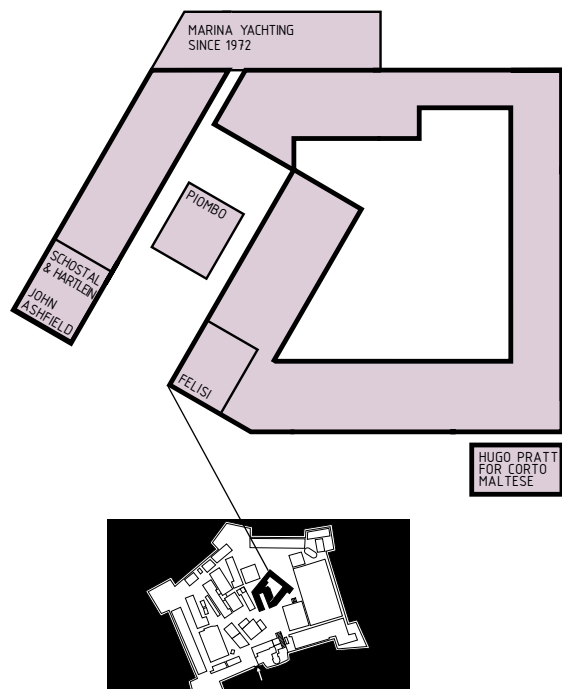


Pitti Uomo
Palestra | n. 11

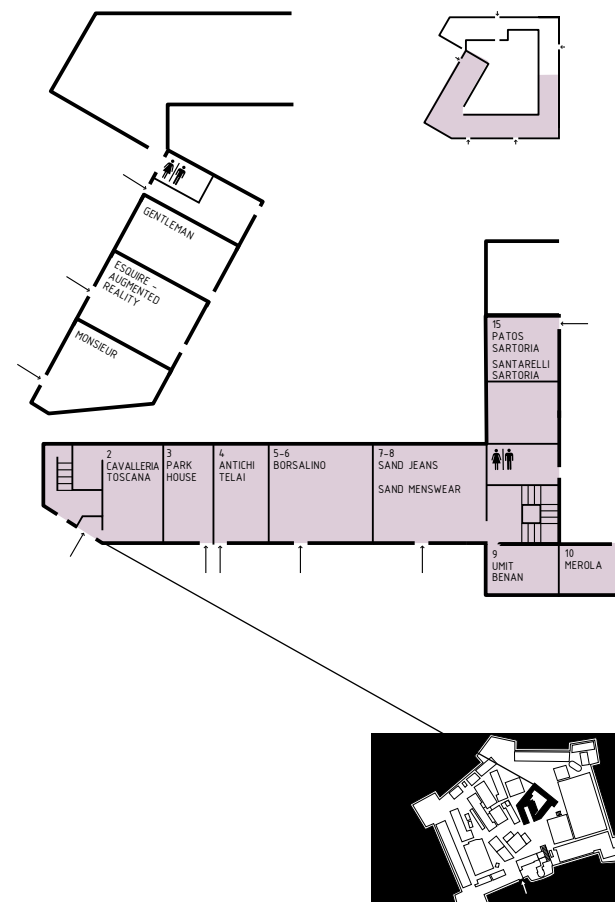
1 GUIDUCCI - GALLIA	3 MAGNANNI	5 PASQUI	7 HEVÓ STEFANO CAPALDI
2 BORGIOI FRATELLI	4 TT TARDIA	6 TIBERIO FERRETTI	8 STEFANO CONTI

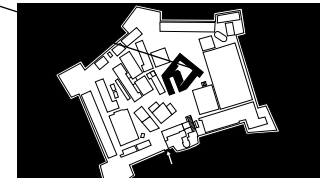
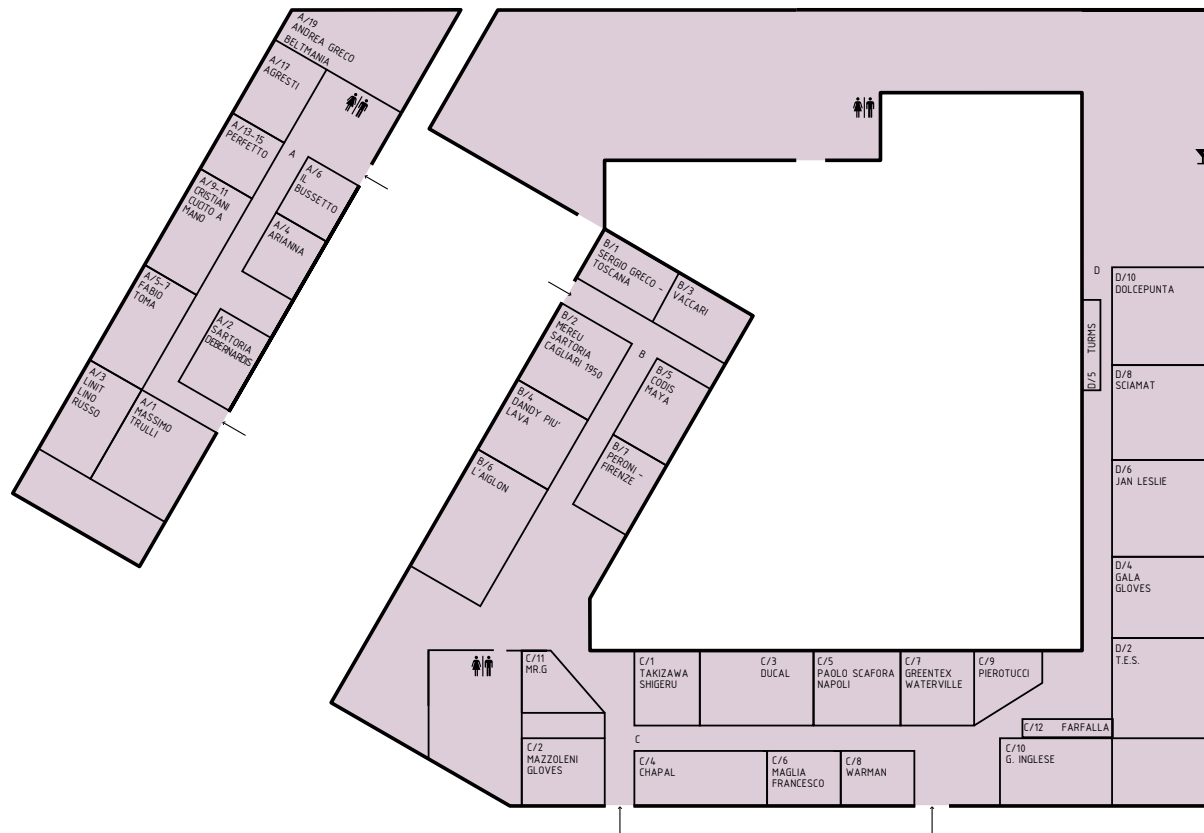


Pitti Uomo
 Costruzioni Lorenesi | n. 12
 piano terra / ground floor



Pitti Uomo
 Costruzioni Lorenesi | n. 12
 piano primo / first floor

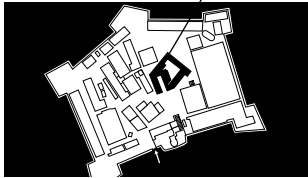
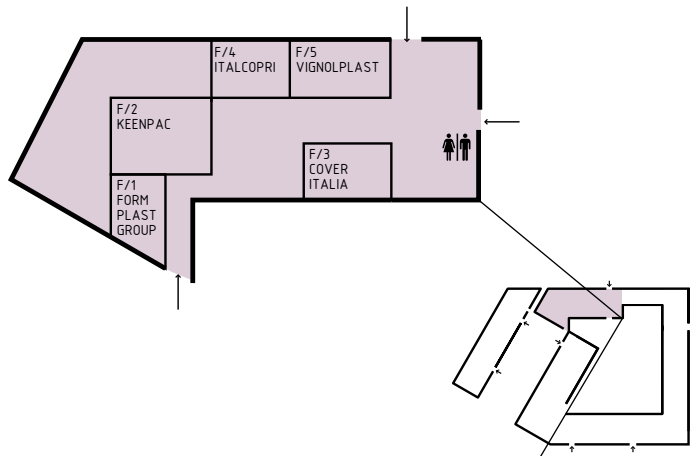




Fashion at Work

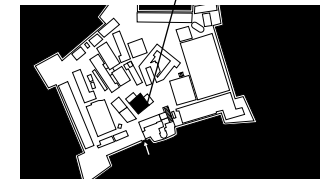
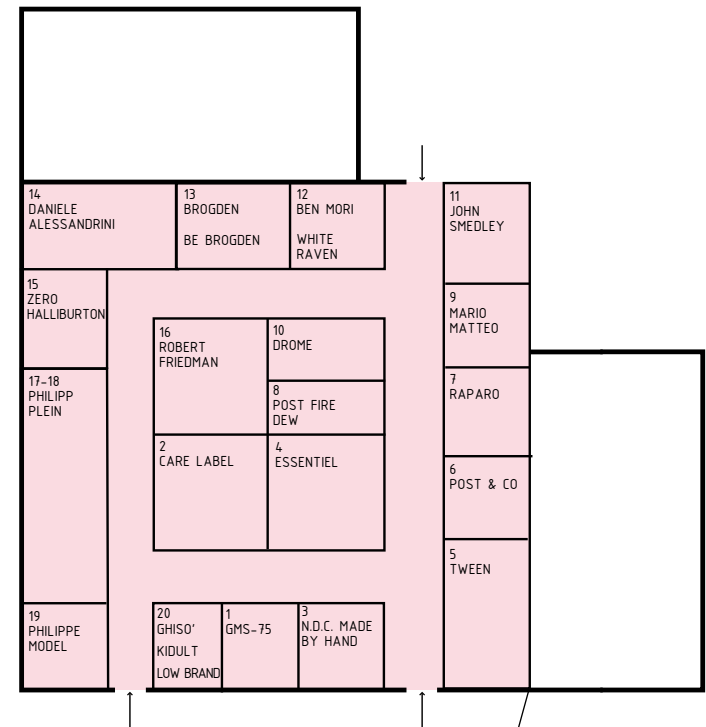
Costruzioni Lorenesi | n. 12

piano terra / ground floor



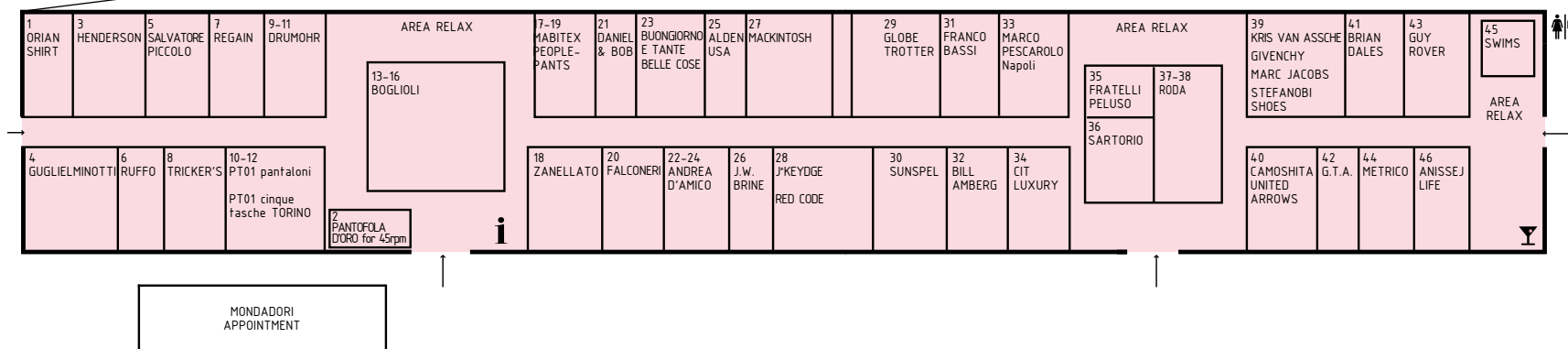
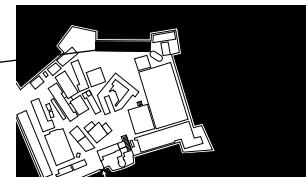
Fashion/Design

Padiglione delle Ghiaia | n. 13



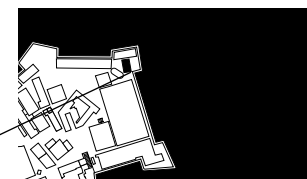
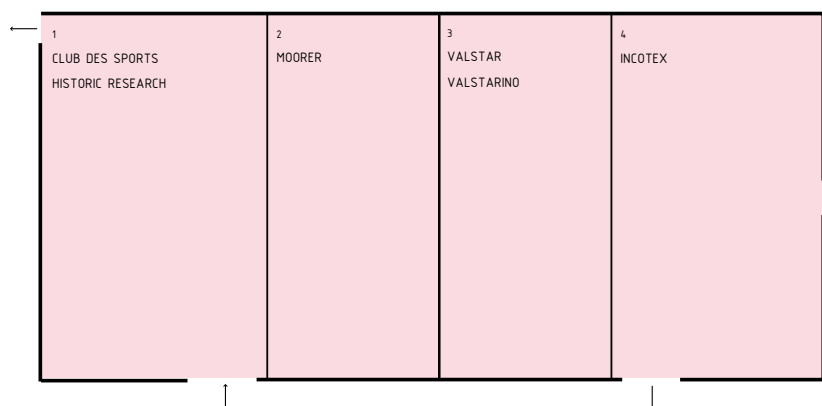
Futuro Maschile

Sala delle Nazioni | n. 14



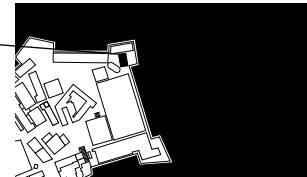
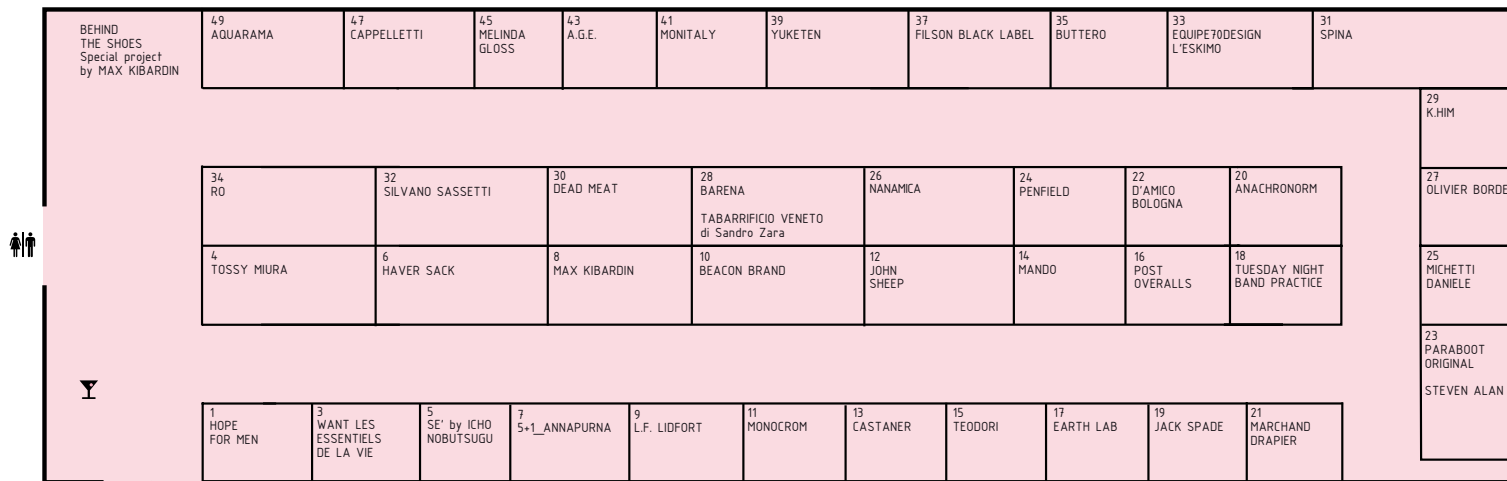
Futuro Maschile

Sale della Ronda B | n. 15



Touch

Sale della Ronda A | n. 16

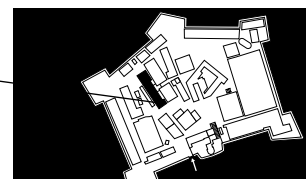
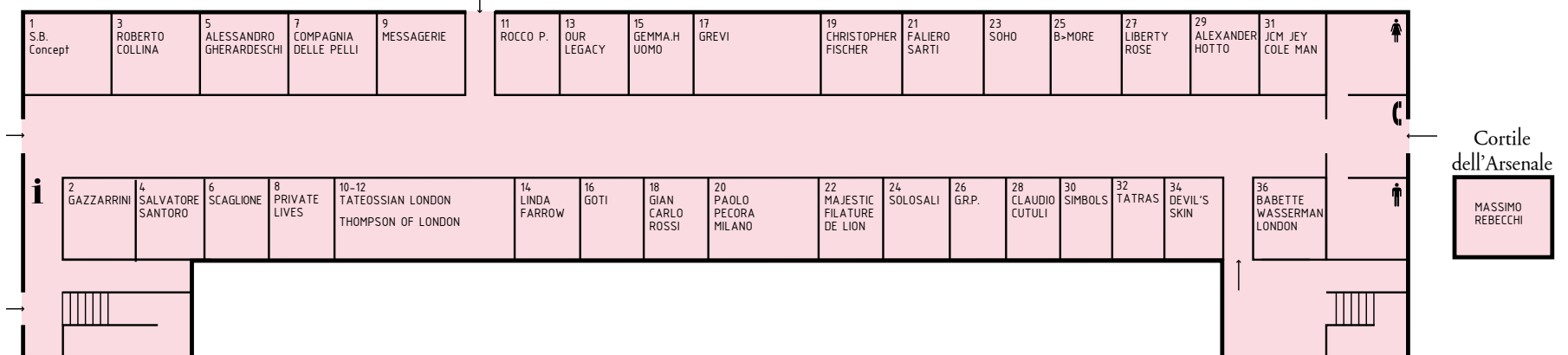


L'Altro Uomo

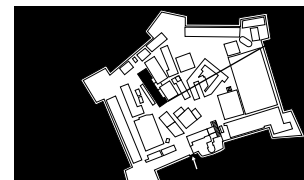
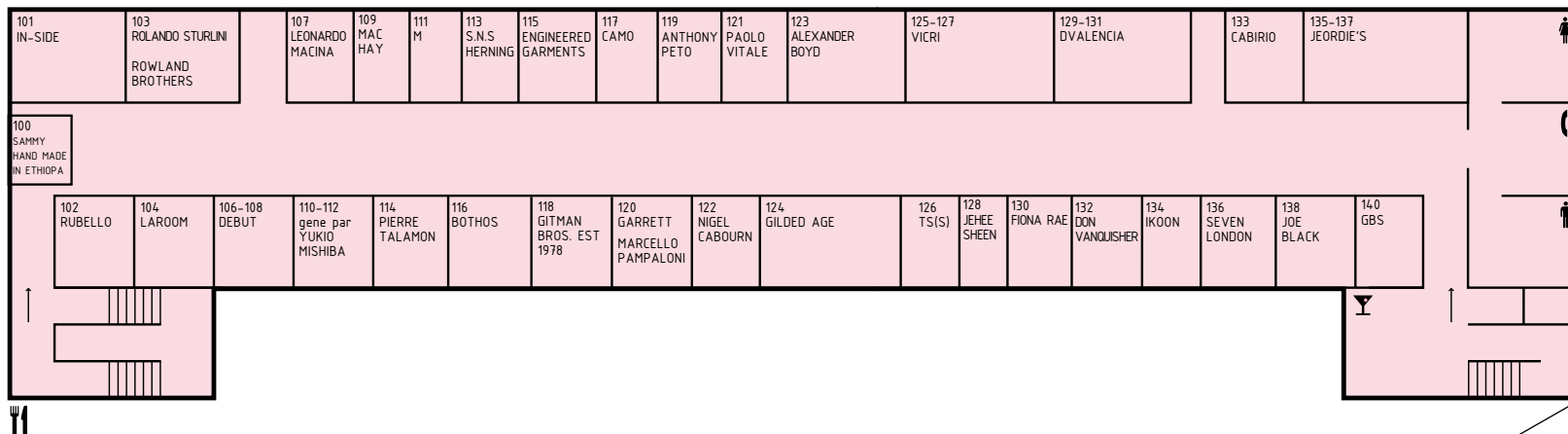
Cortile dell'Arsenale | n. 17

Arsenale | n. 18

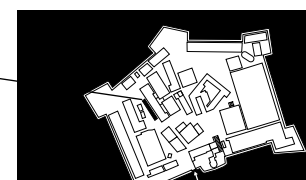
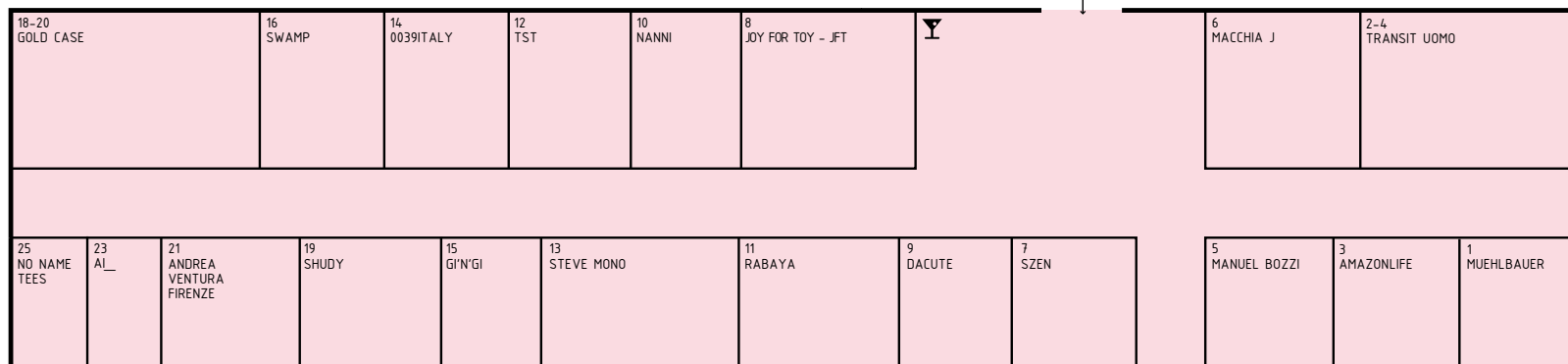
piano terra / ground floor



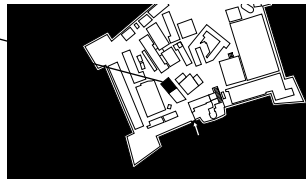
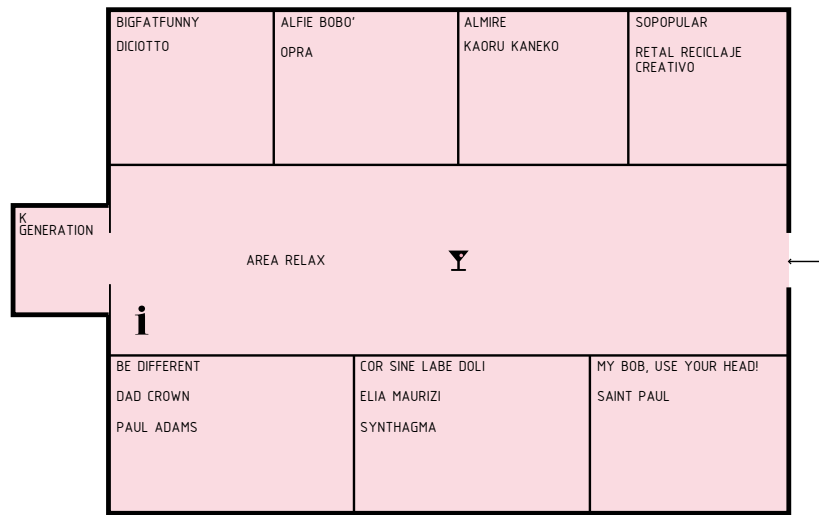
L'Altro Uomo
Arsenale | n. 18
piano primo / first floor



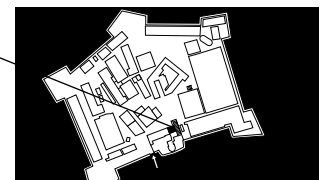
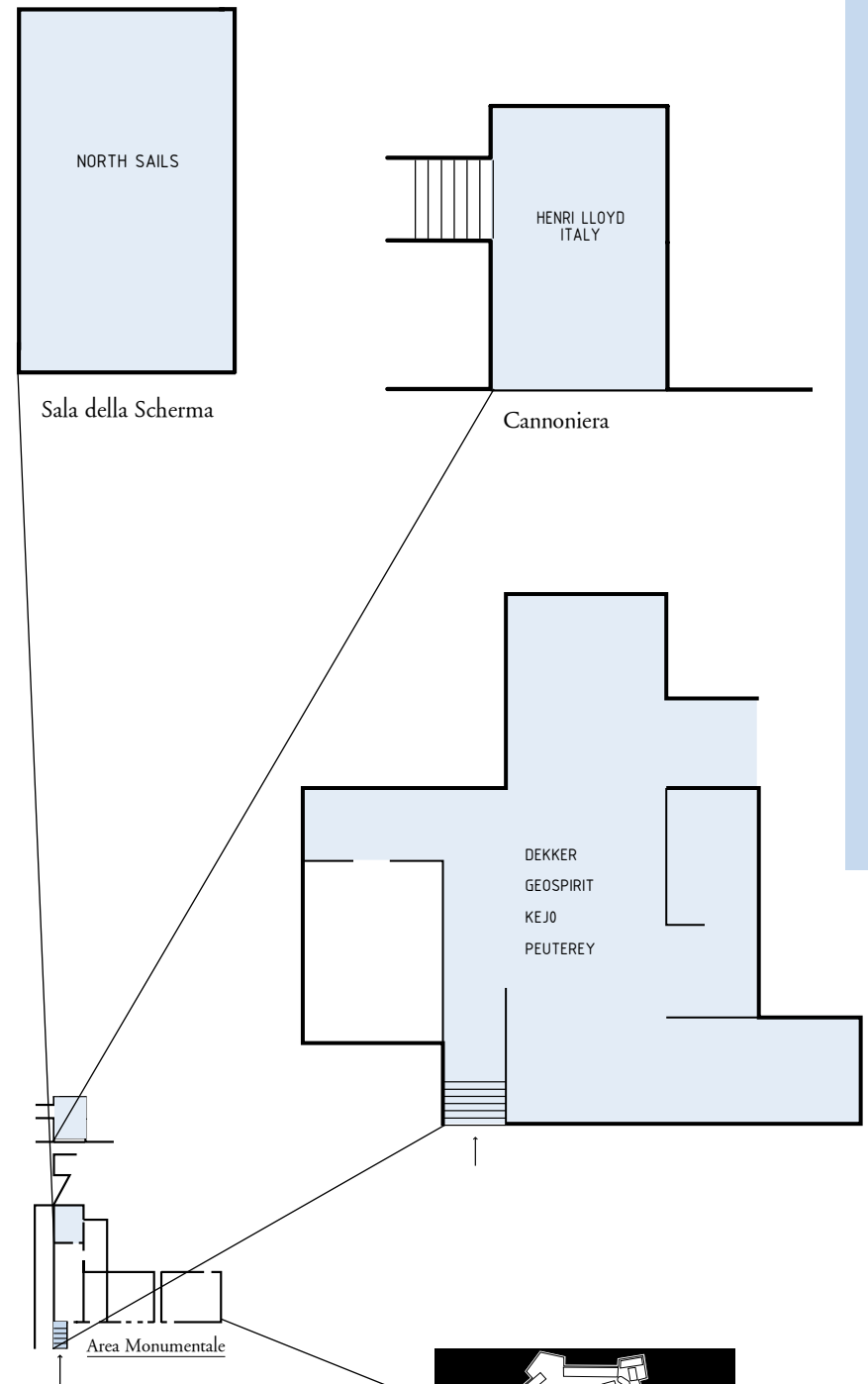
L'Altro Uomo
Sala dell'Arsenale | n. 19



New Beat(s)
Lyceum | n. 20

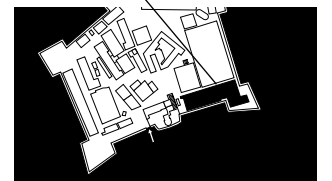
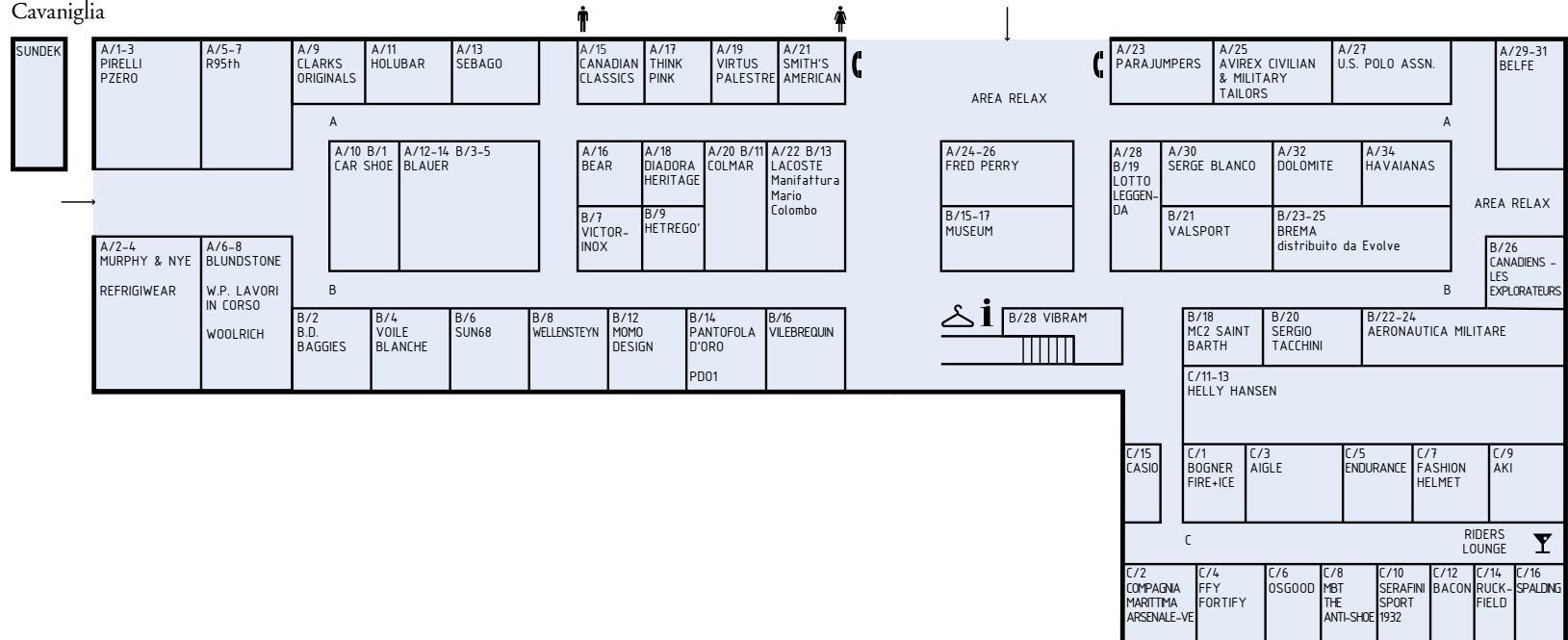


Sport & Sport
Area Monumentale | n. 21

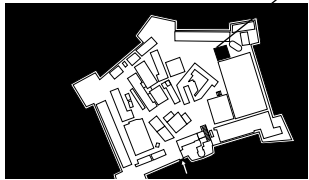
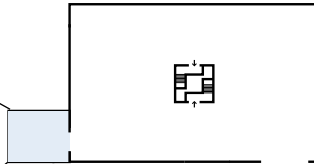
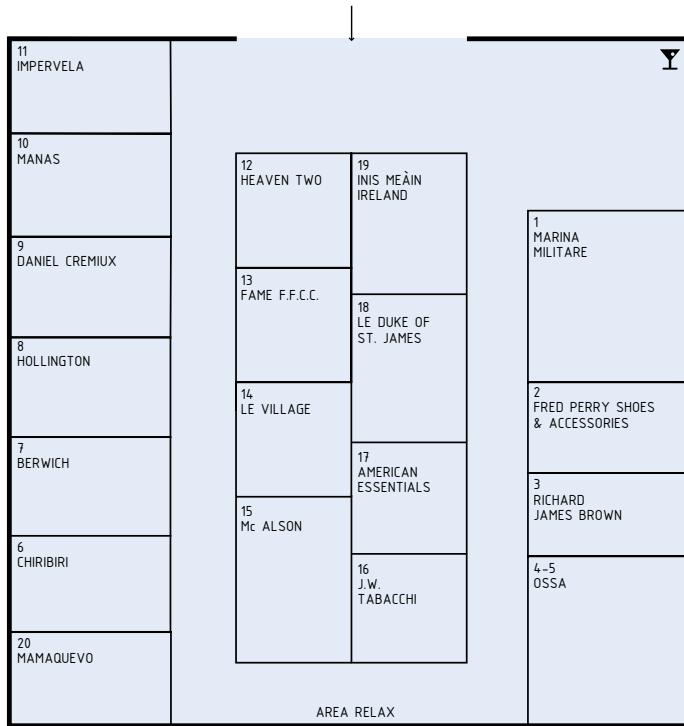


Sport & Sport
 Padiglione Cavaniglia | n. 22
 Cortile del Cavaniglia | n. 23

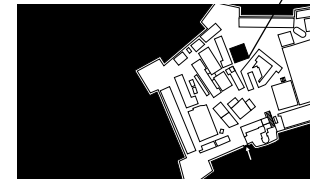
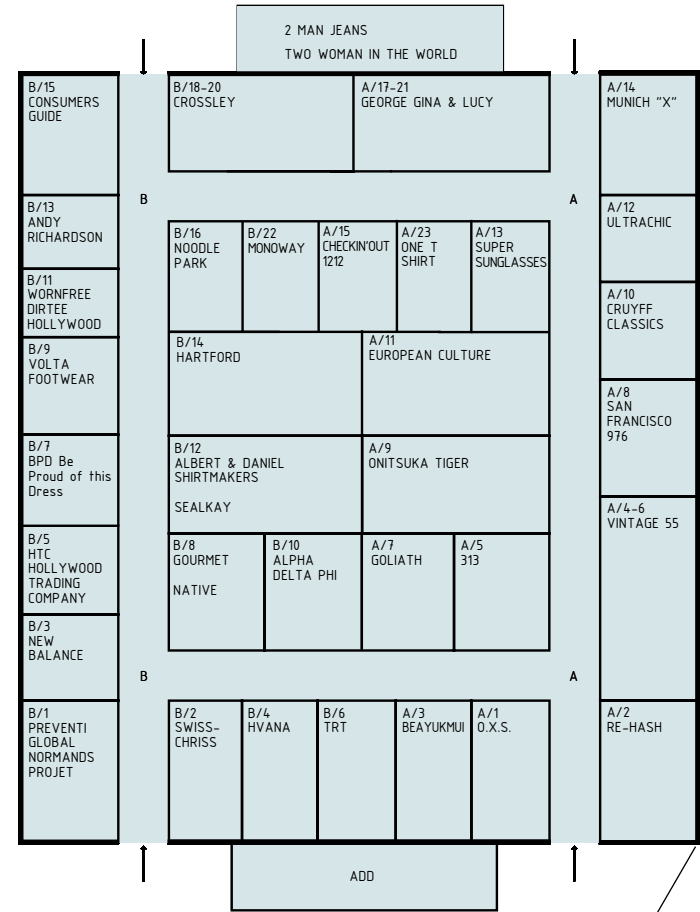
Cortile del
 Cavaniglia

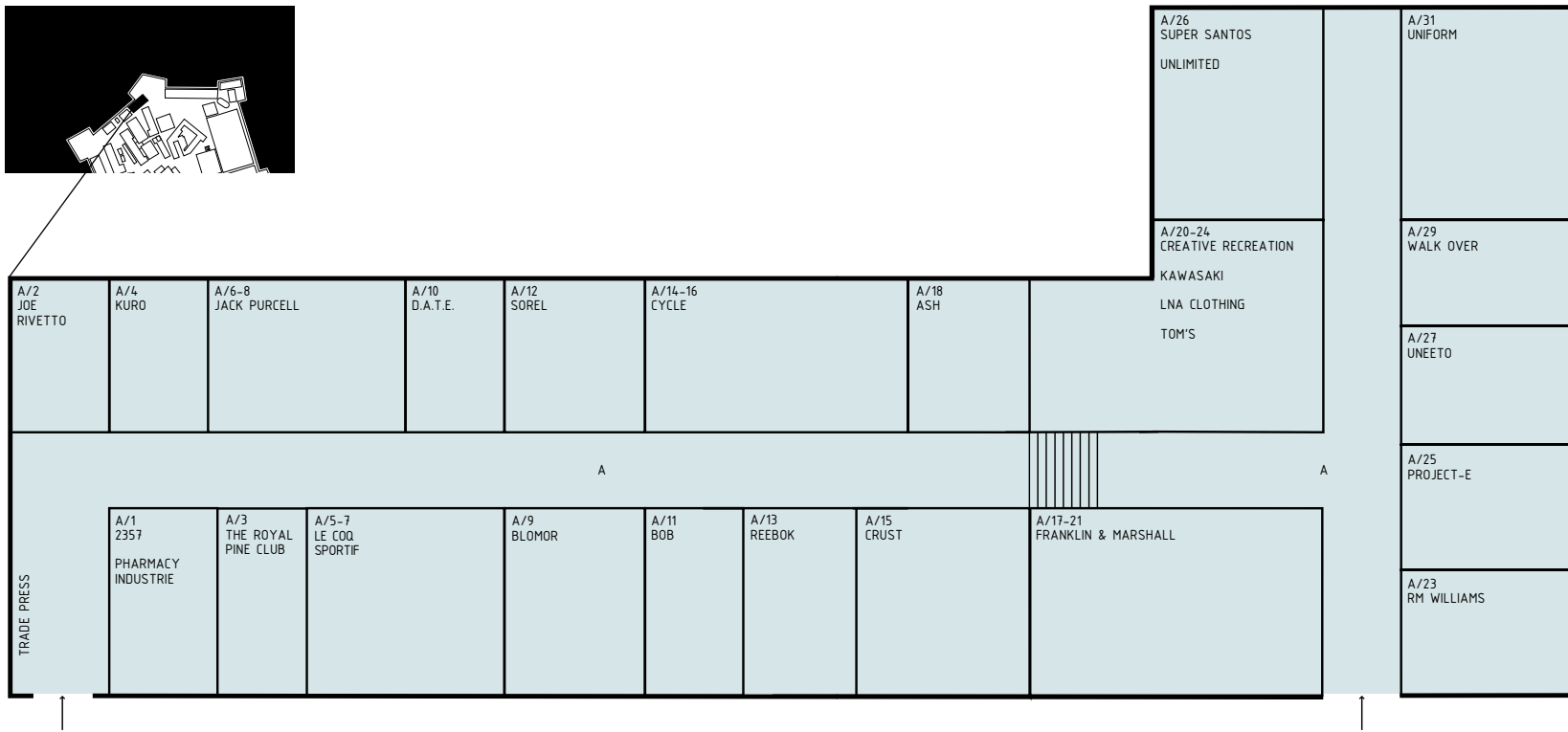
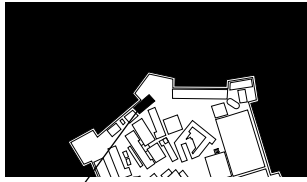


Upper Casual
 Padiglione Centrale | n. 24
 piano inferiore / lower floor / Sala Alfa

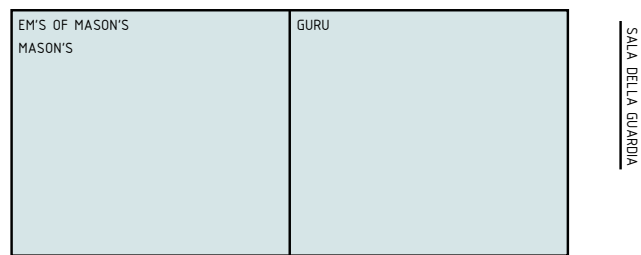


Ynformal
 Arena Strozzi | n. 25

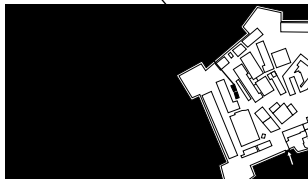




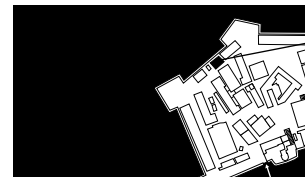
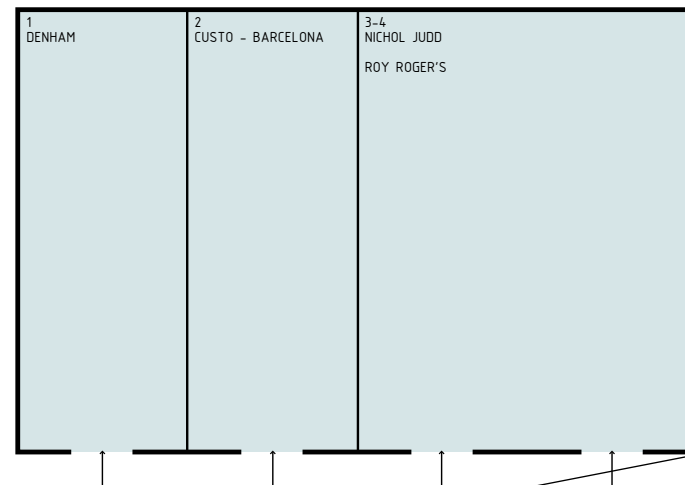
Urban Panorama
Cortile dell'Arsenale | n. 27



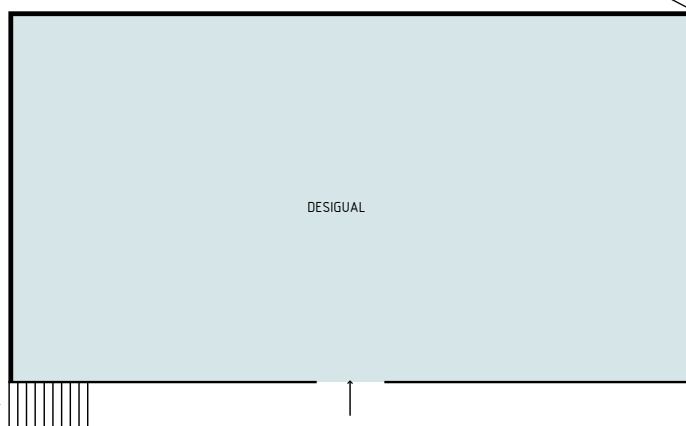
SALA DELL'ARSENALE



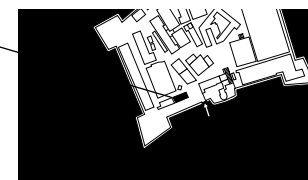
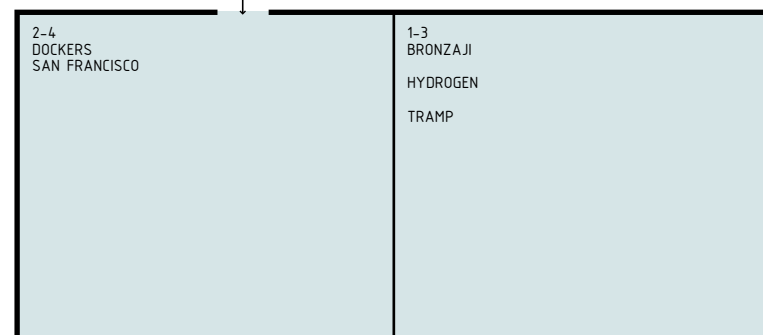
Urban Panorama
Magazzino 02 | n. 29



Urban Panorama
Casamatta | n. 28



Urban Panorama
Magazzini Teatro | n. 30



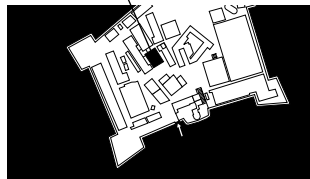
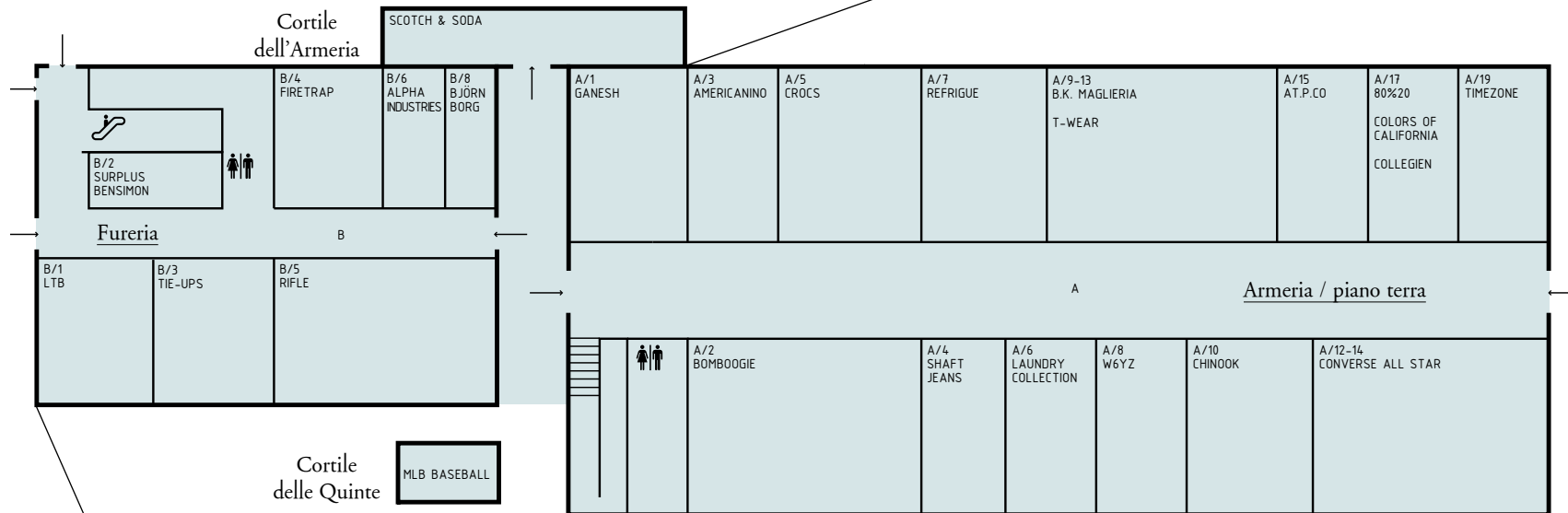
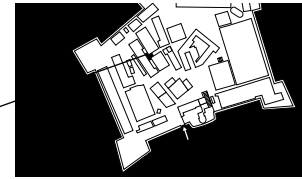
Urban Panorama

Fureria | n. 31

Cortile delle Quinte | n. 32

Cortile dell'Armeria | n. 33

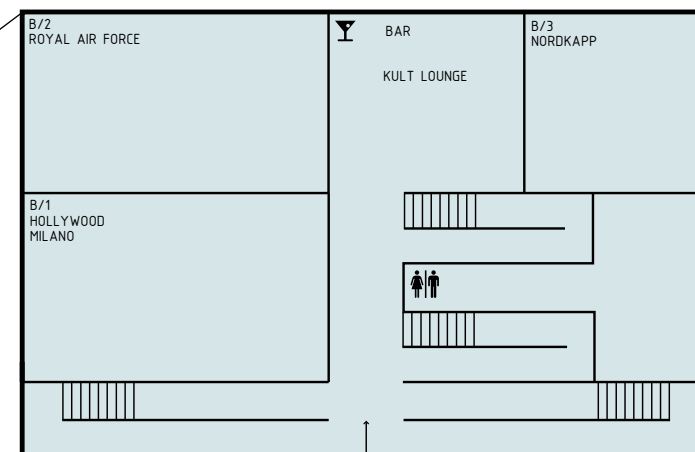
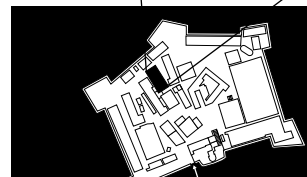
Armeria piano terra / ground floor | n. 34



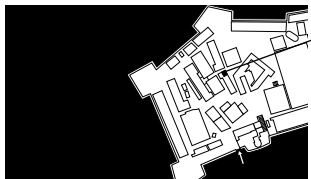
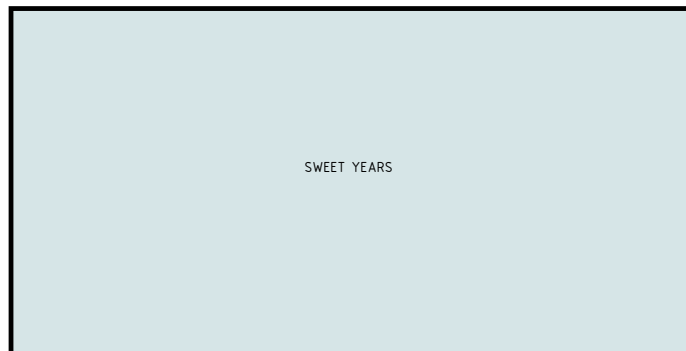
Urban Panorama

Armeria | n. 35

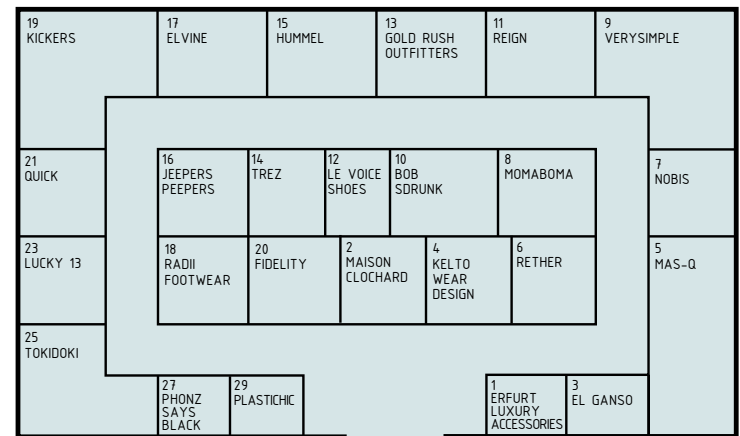
piano primo / first floor



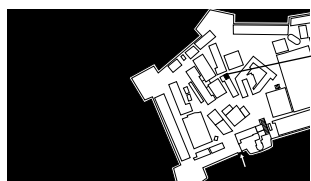
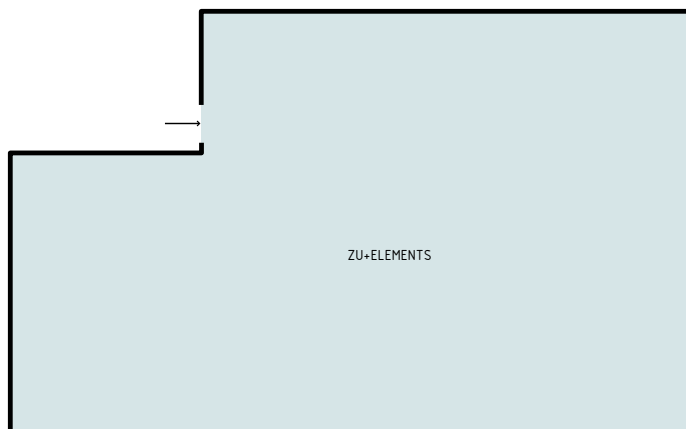
Urban Panorama
 | Quinte Teatro | n. 36
 | piano terra / ground floor



Urban Panorama
 | Sala della Guardia | n. 37



Urban Panorama
 | Quinte Teatro | n. 36
 | piano primo / first floor

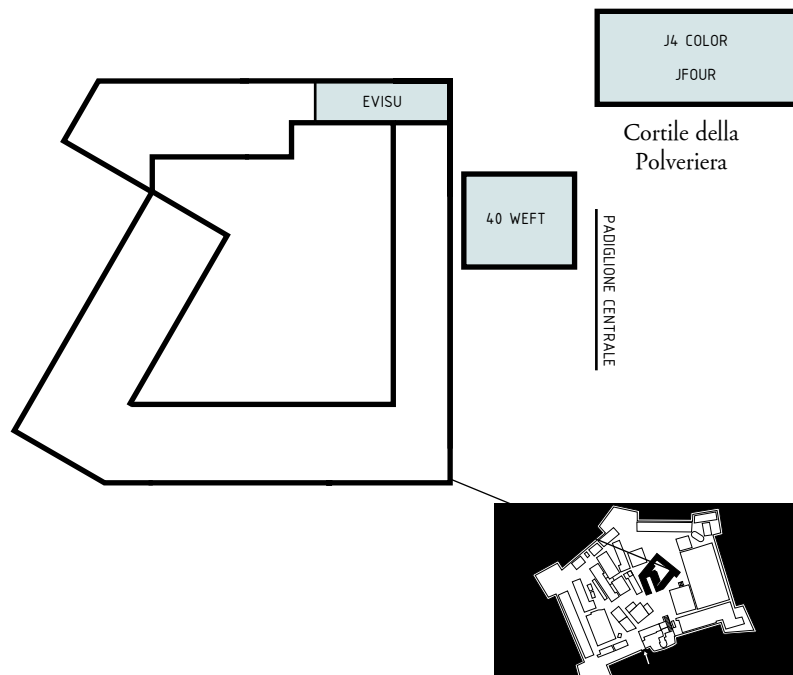


Urban Panorama

Cortile della Polveriera | n. 38

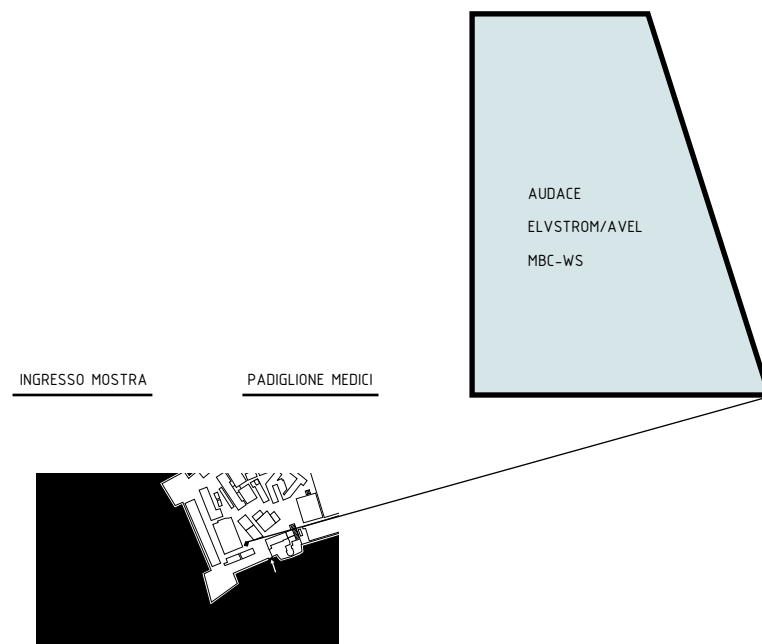
Costruzioni Lorenesi | n. 39

piano terra / ground floor



Urban Panorama

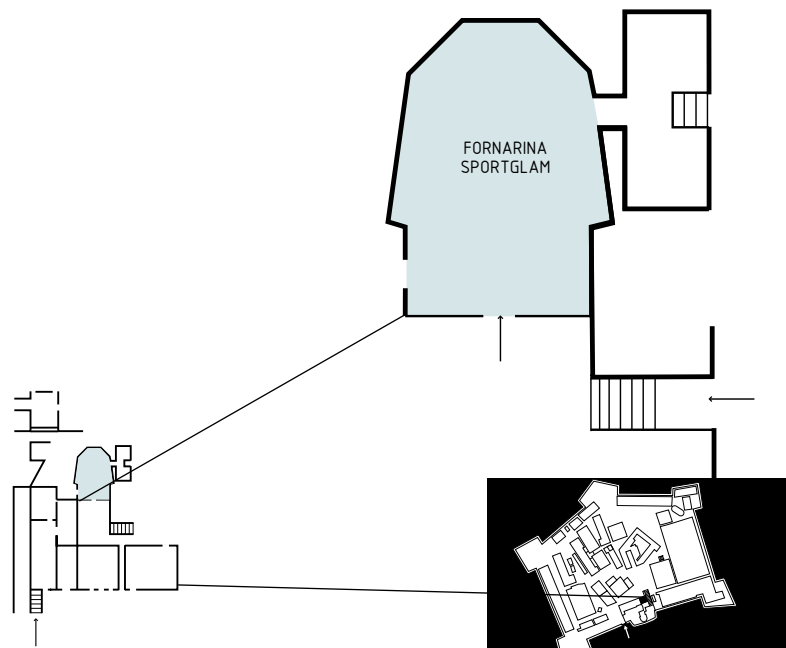
Cortile del Medici | n. 41



Urban Panorama

Area Monumentale | n. 40

Sala Ottagonale



Welcome to my House

Lyceum | n. 42

