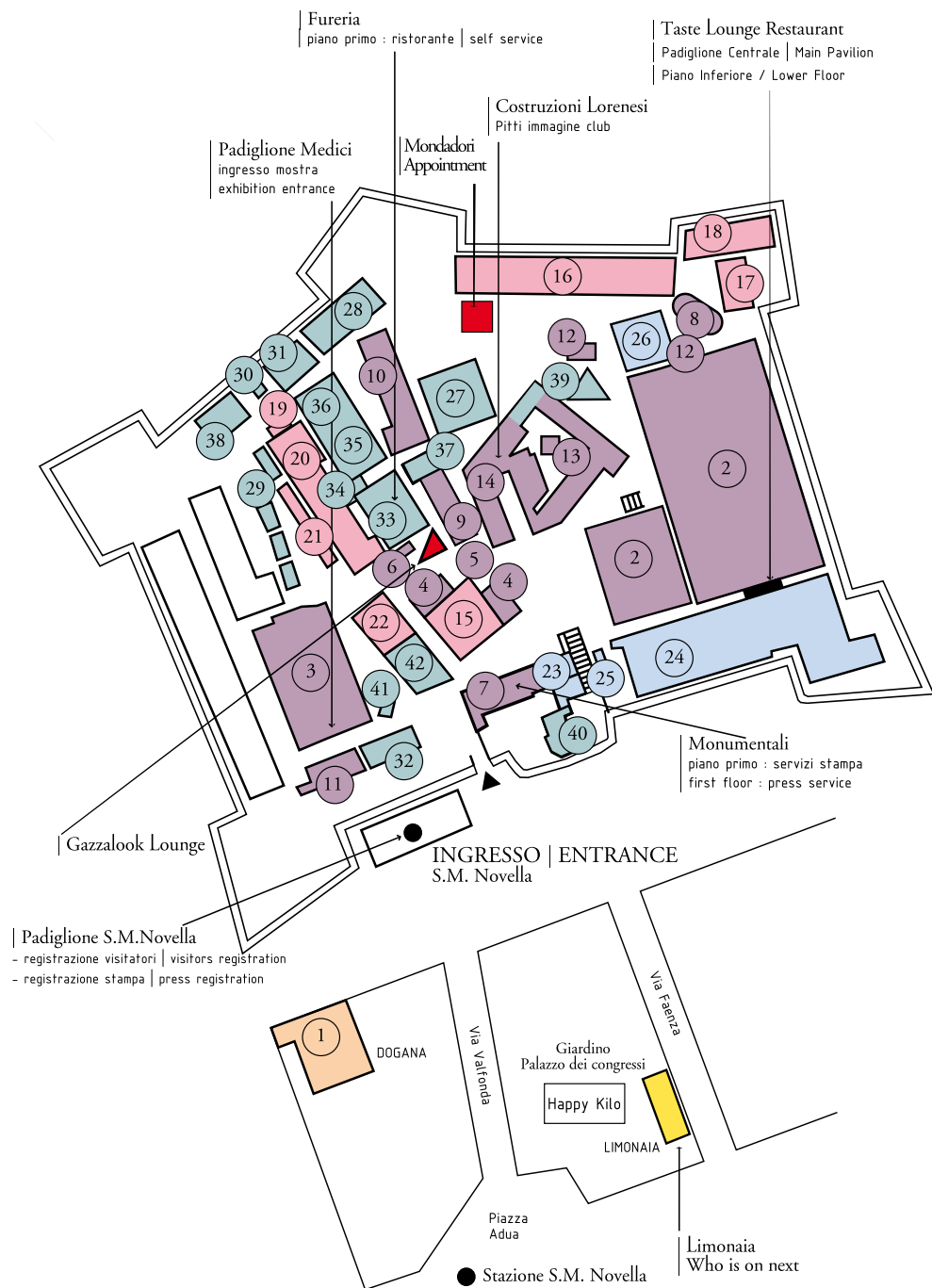


I | Com'è articolata la mostra | Exhibition layout



- 1 Pitti W_Woman Precollection
Dogana

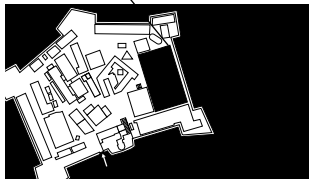
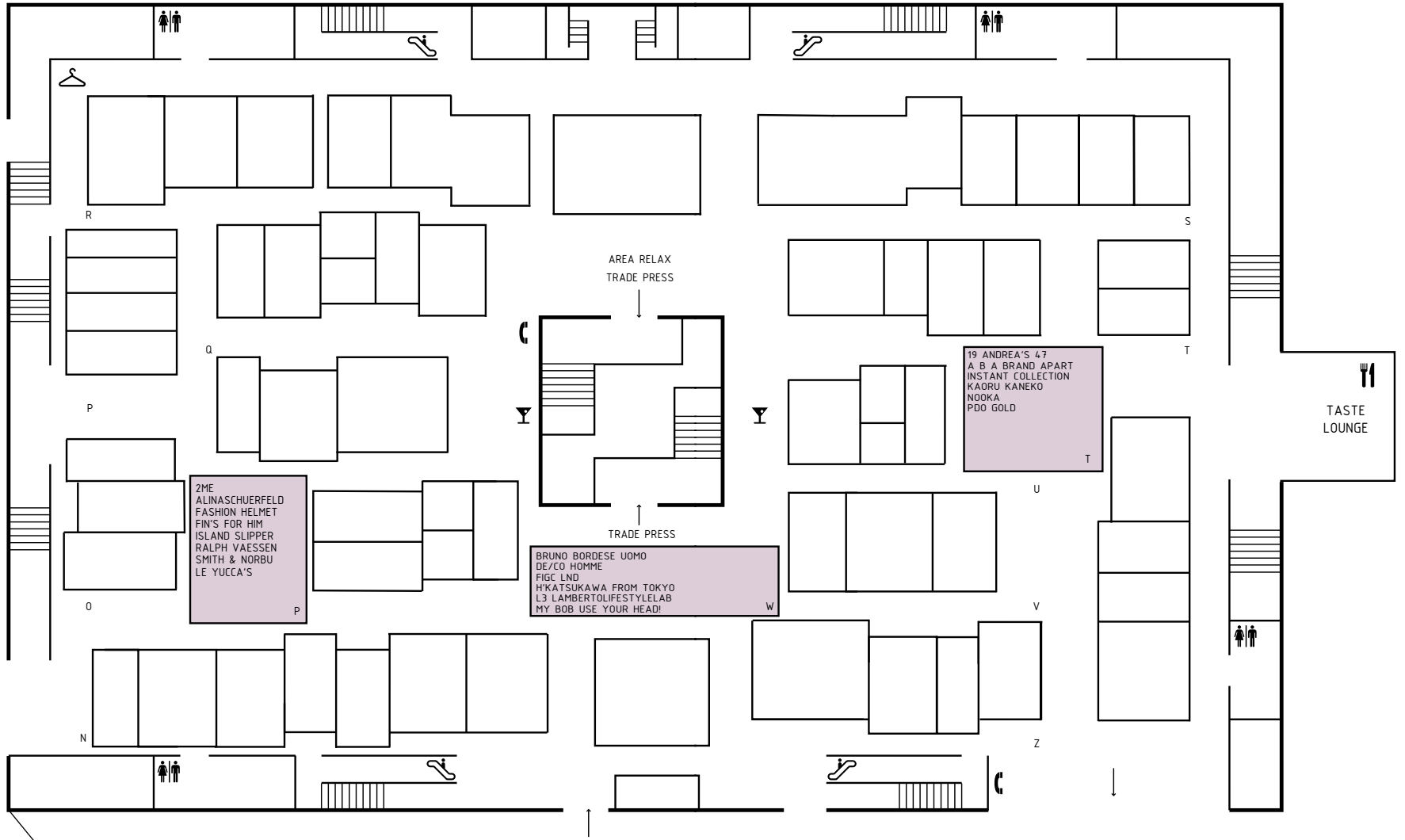
- 2 Pitti Uomo
Pop Up Stores / Padiglione Centrale / piano inferiore
Padiglione Centrale / piano inferiore
Padiglione Centrale / piano inferiore / Salone M
Padiglione Centrale / piano terra
Pop Up Stores / Padiglione Centrale / piano attico
Padiglione Centrale / piano attico
- 3 Padiglione Medici
- 4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

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

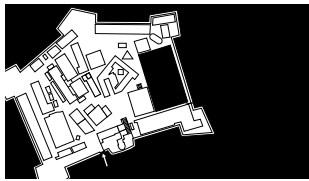
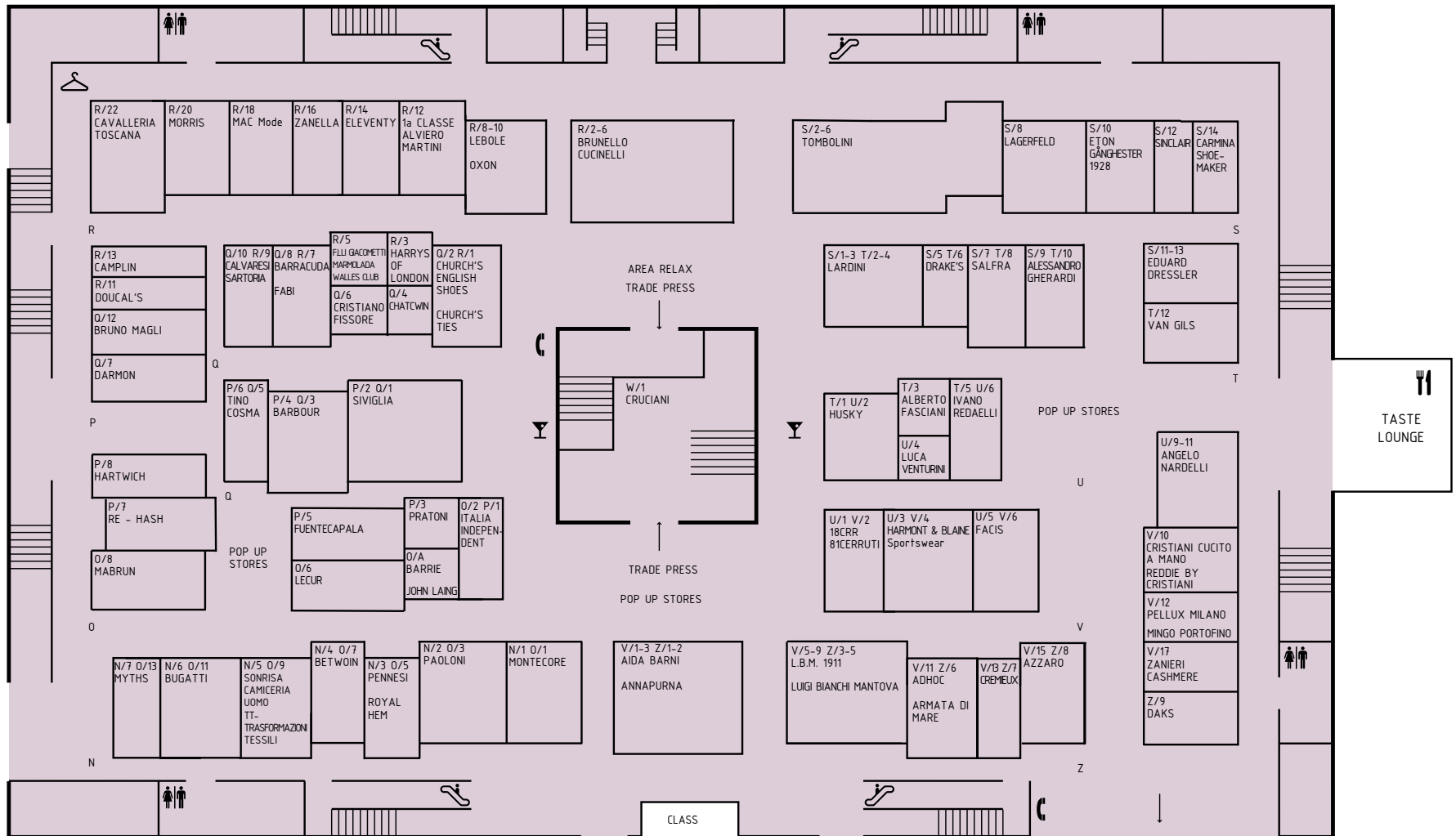
- 23 Sport & Sport
Area Monumentale
- 24 Padiglione Cavaniglia
- 25 Cortile del Cavaniglia
- Upper Casual
26 Padiglione Centrale / piano inferiore / Sala Alfa

- 27 Ynformal
Arena Strozzi
- Urban Panorama
28 Spazio Belfiore
29 Cortile dell'Arsenale
30 Casamatta
31 Magazzino 02
32 Magazzini Teatro
33 Fureria
34 Cortile dell'Armeria
35 Armeria / piano terra
36 Armeria / piano primo
37 Quinte Teatro / piano terra / piano primo
38 Sala della Guardia
39 Costruzioni Lorenesi / piano terra
40 Area Monumentale / Sala Ottagonale
41 Cortile del Medici
- My Factory
42 Lyceum / piano terra / piano primo

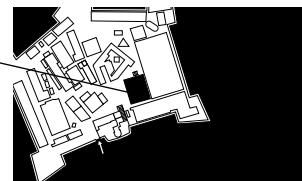
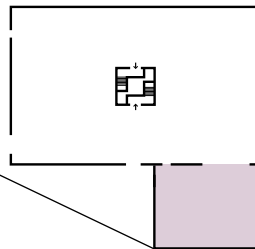
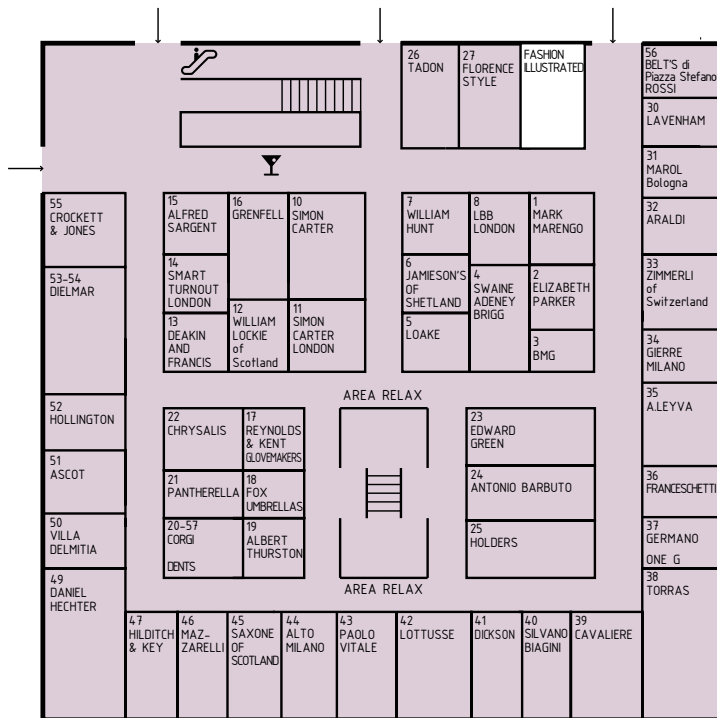
Pop Up Stores Padiglione Centrale | n.2 piano inferiore / lower floor



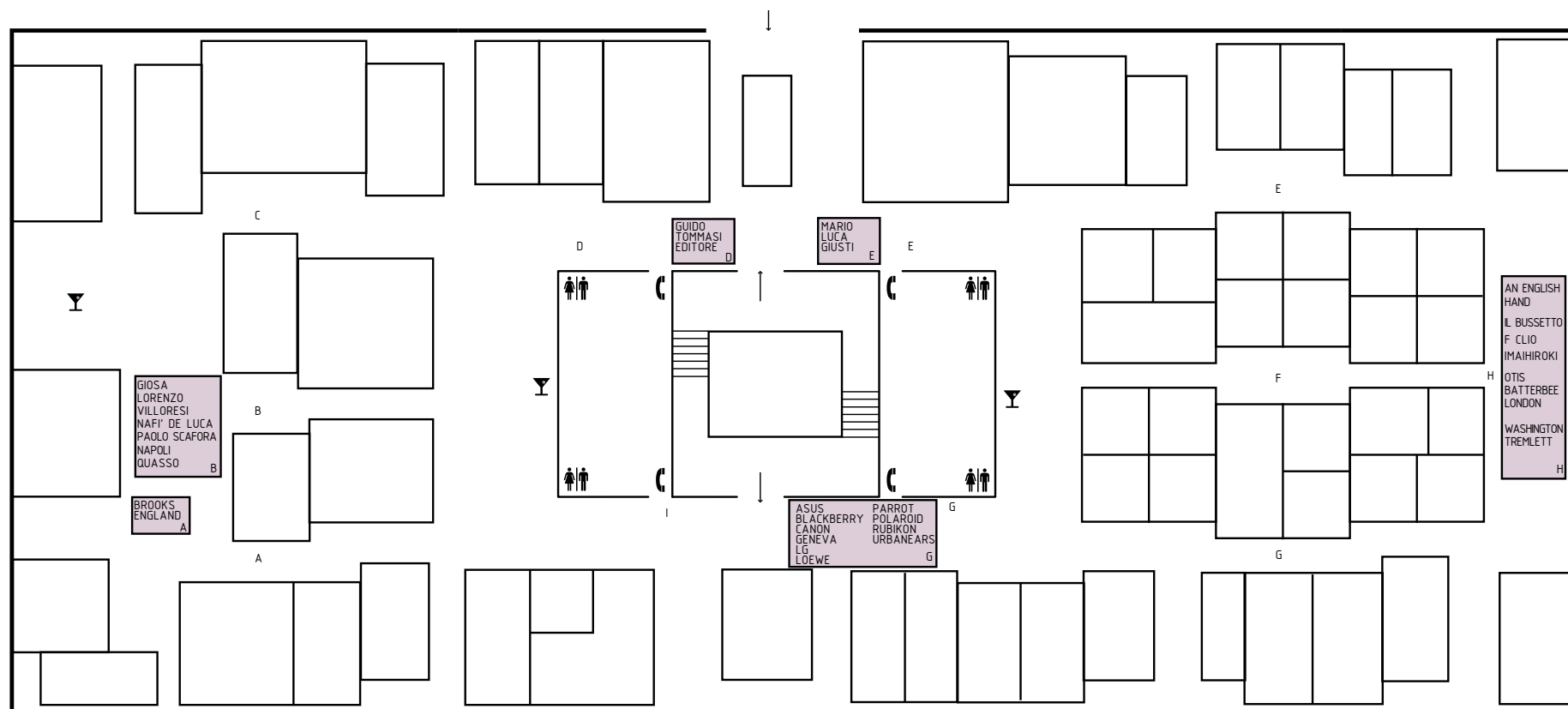
Pitti Uomo
Padiglione Centrale | n. 2
piano inferiore / lower floor



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



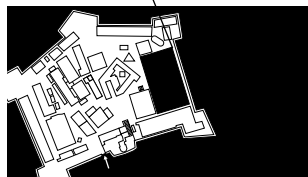
Pop Up Stores
 Padiglione Centrale | n. 2
 piano attico / top floor



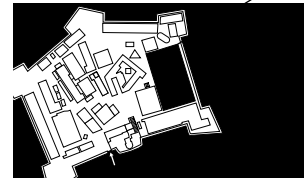
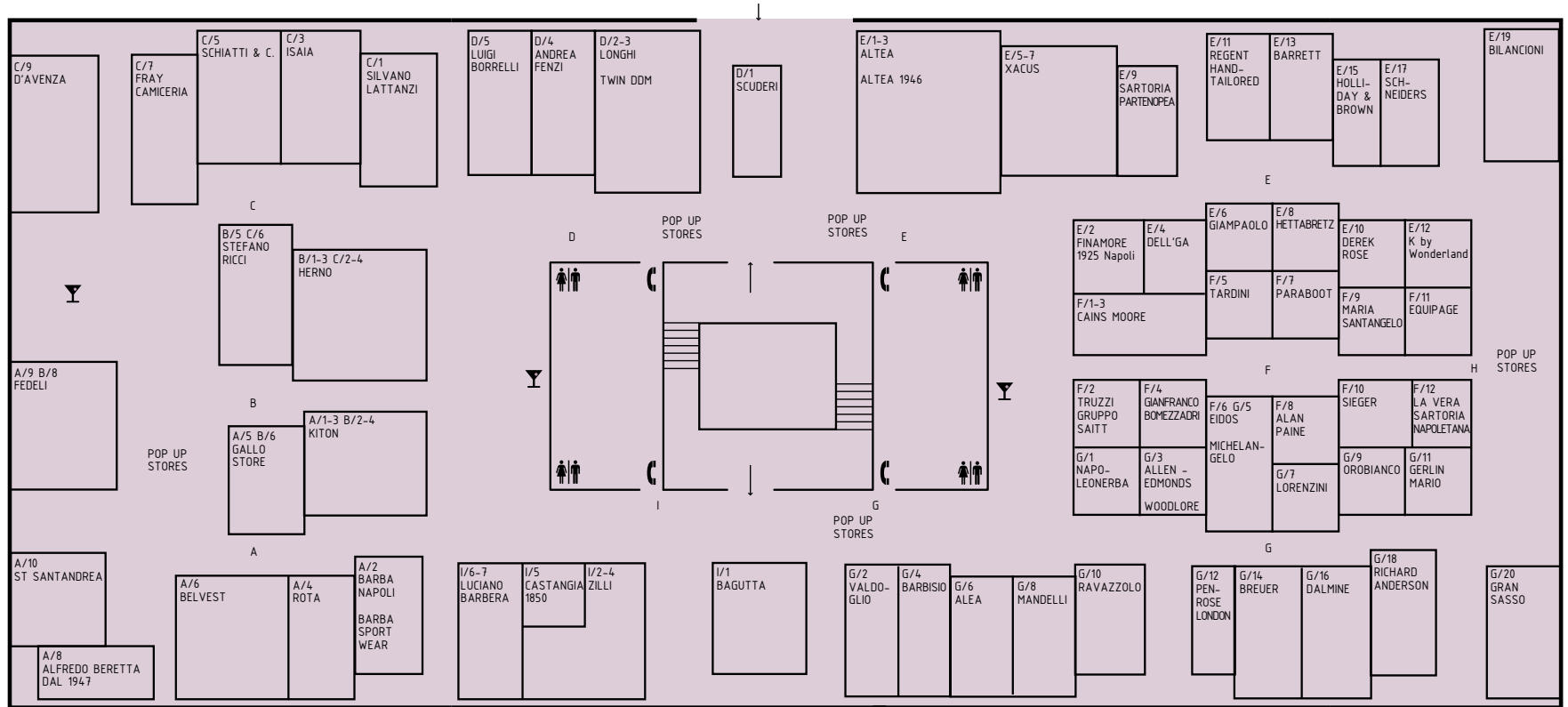
NEW PROJECT !
NEW DESIGN by PATRICIA URQUIOLA

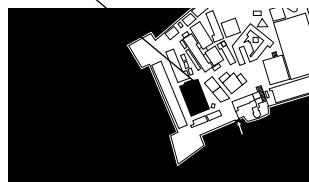
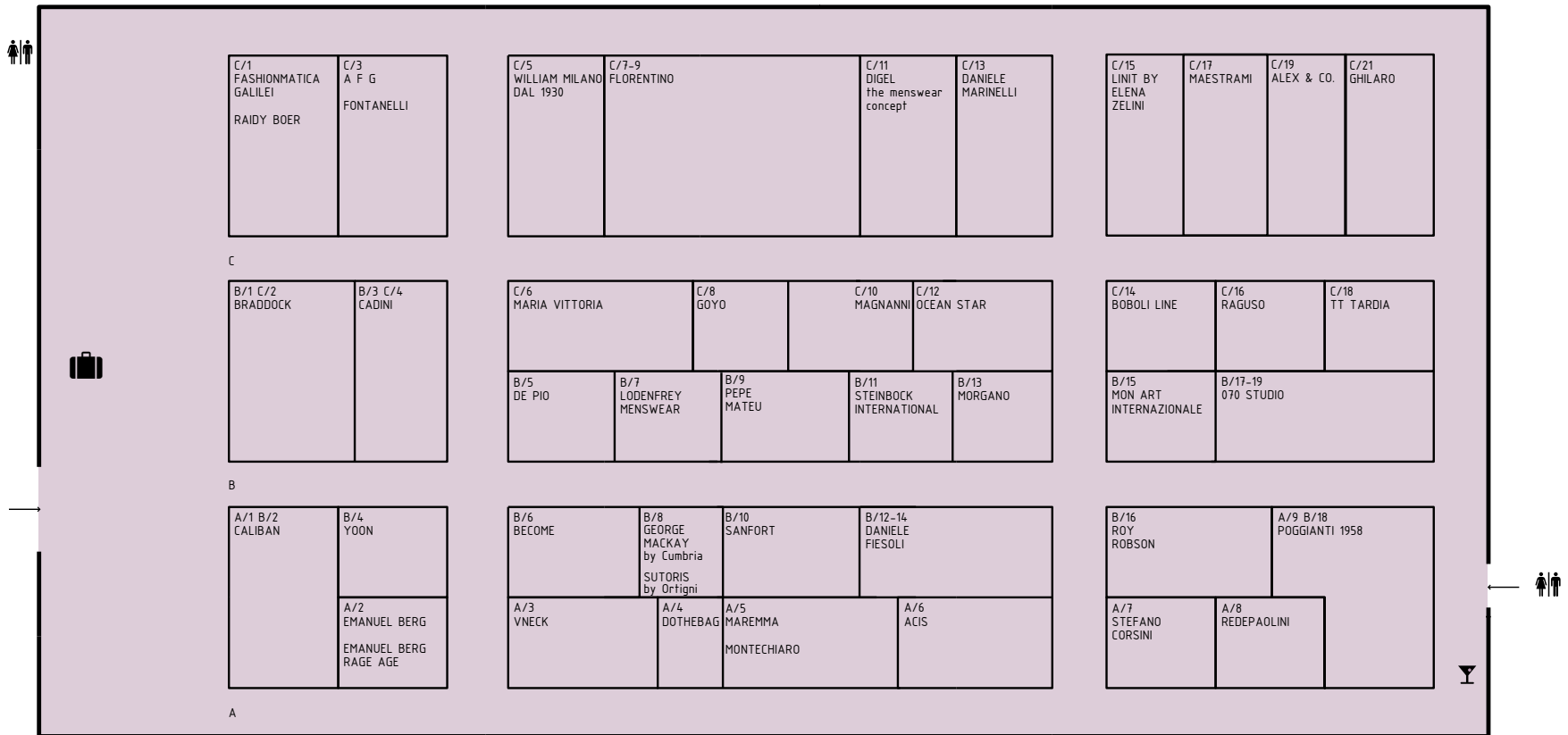
ITA → Dopo il successo dello scorso gennaio, il nuovo concept allestitivo del Padiglione Centrale realizzato da Patricia Urquiola si allarga al piano Attico, coinvolgendo e integrando anche l'area di Classico Italia, il gruppo di aziende simbolo della moderna eleganza italiana. E come al Piano Inferiore anche all'Attico ci saranno i Pop Up Stores, le aree speciali riservate ad una proposta di accessori di lifestyle che associano tradizione artigianale, design e stile contemporaneo.

ENG → After its successful debut last January, Patricia Urquiola's new design for the Main Pavilion widens to the Upper Level involving the Classico Italia area, the brands symbolizing the Italian modern fashion. Like the Lower Level, the Upper will feature Pop-Up Stores, special areas dedicated to lifestyle and accessories that combine artisan skills with contemporary styling.



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



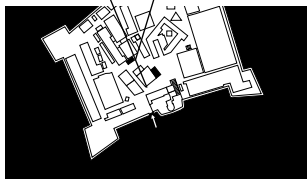
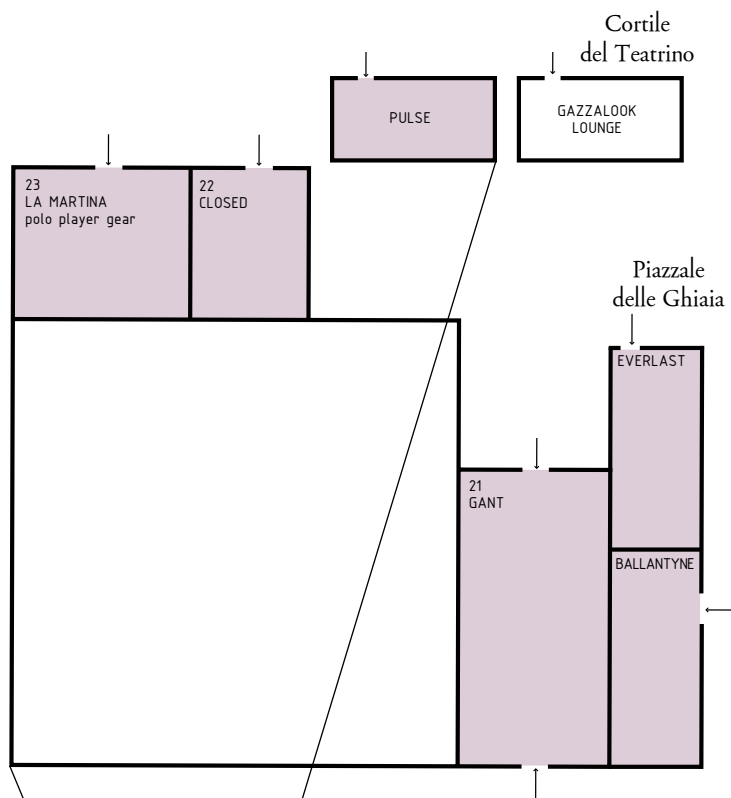


Pitti Uomo

Padiglione delle Ghiaia | n. 4

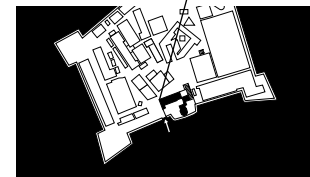
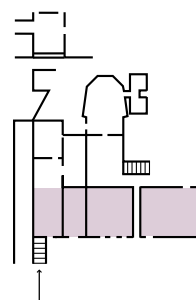
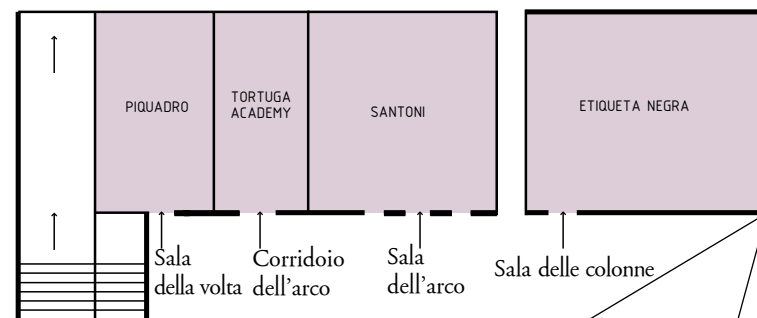
Piazzale delle Ghiaia | n. 5

Cortile del Teatrino | n. 6



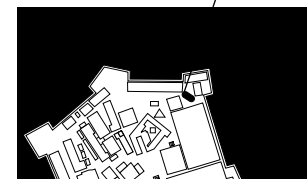
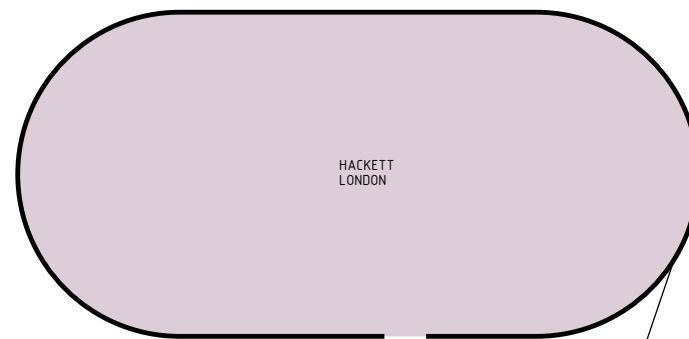
Pitti Uomo

Area Monumentale | n. 7

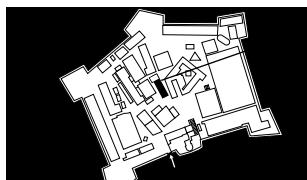
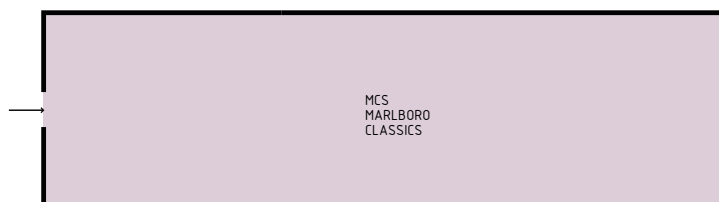


Pitti Uomo

Polveriera | n. 8

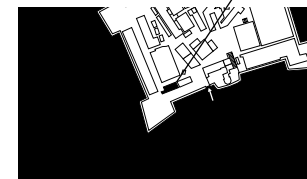


Pitti Uomo
Teatrino Lorenese | n. 9

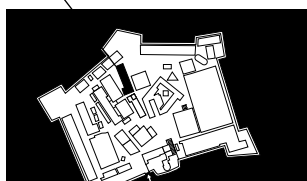


Pitti Uomo
Palestra | n. 11

1 GUIDUCCI - GALLIA	3 GOLD BROTHERS	5 PASQUI	7 HEVO STEFANO CAPALDI
2 BORGIOI FRATELLI	4 FIL MORA	6 TIBERIO FERRETTI	8 STEFANO CONTI



Pitti Uomo
Magazzino 07 | n. 10



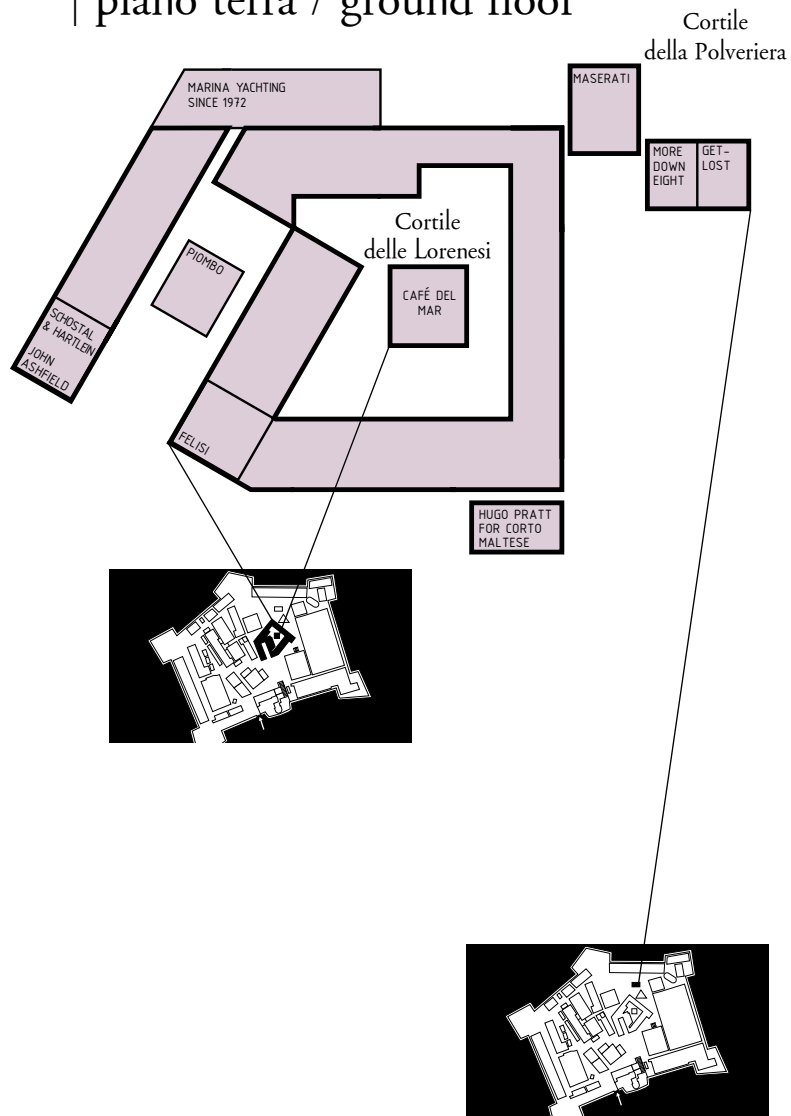
Pitti Uomo

Cortile della Polveriera | n. 12

Cortile delle Lorenesi | n. 13

Costruzioni Lorenesi | n. 14

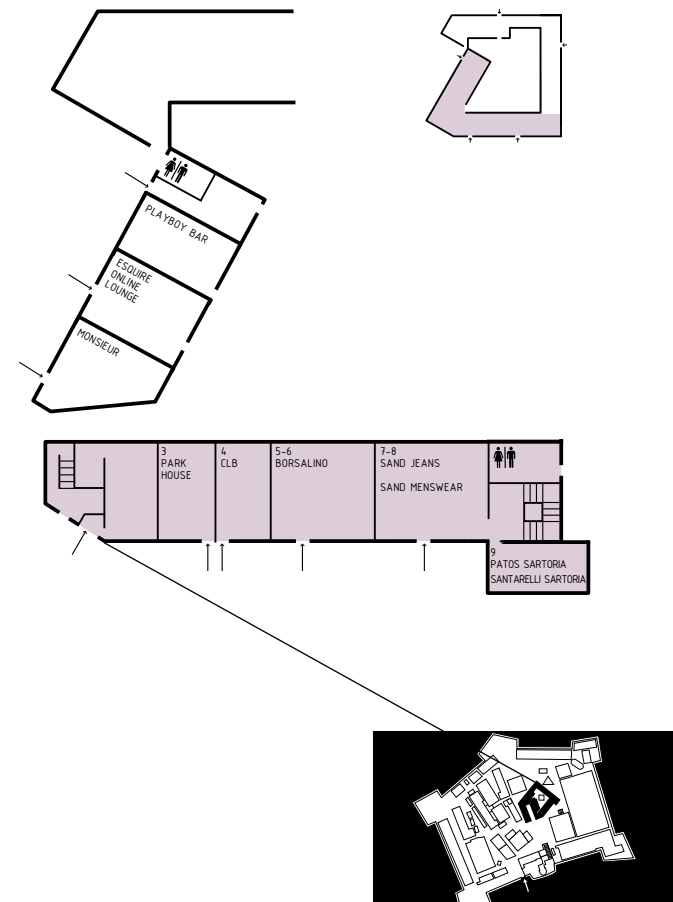
piano terra / ground floor

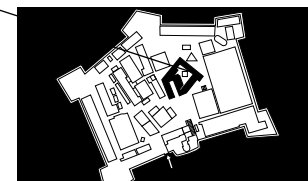
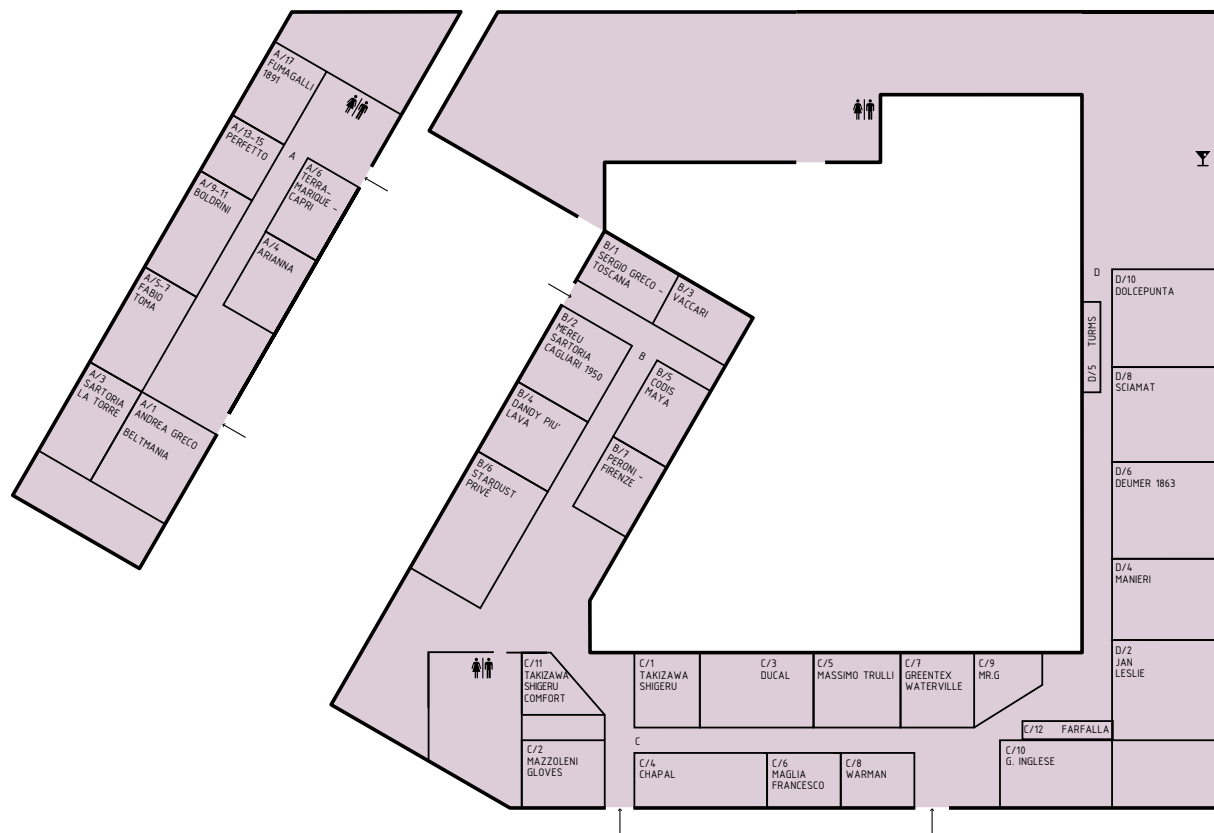


Pitti Uomo

Costruzioni Lorenesi | n. 14

piano primo / first floor

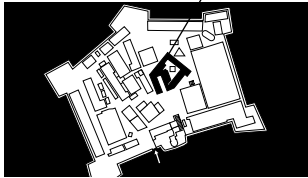
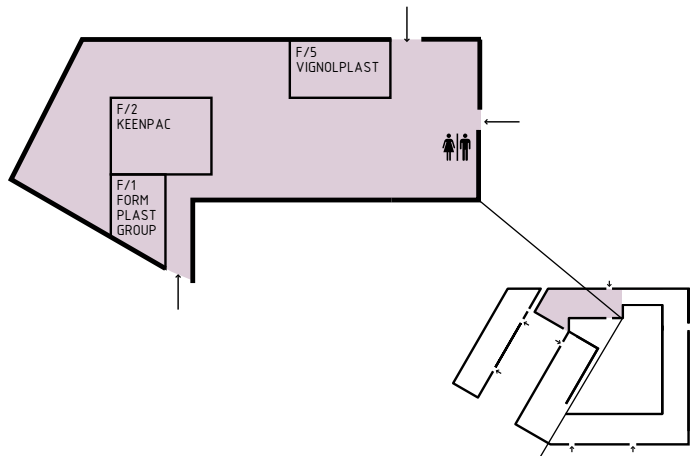




Fashion at Work

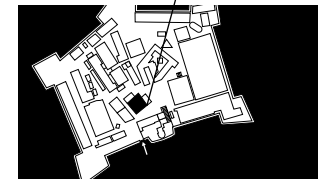
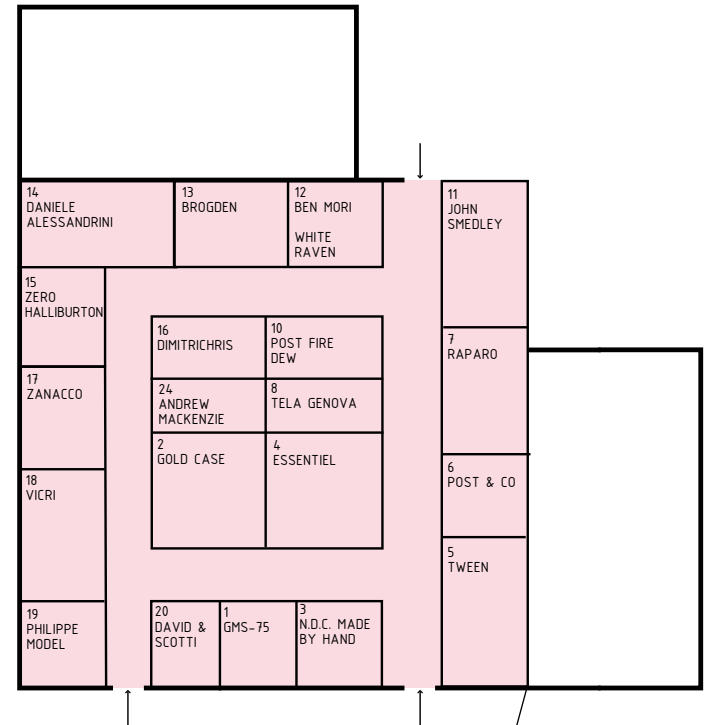
Costruzioni Lorenesi | n. 14

piano terra / ground floor



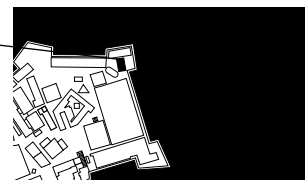
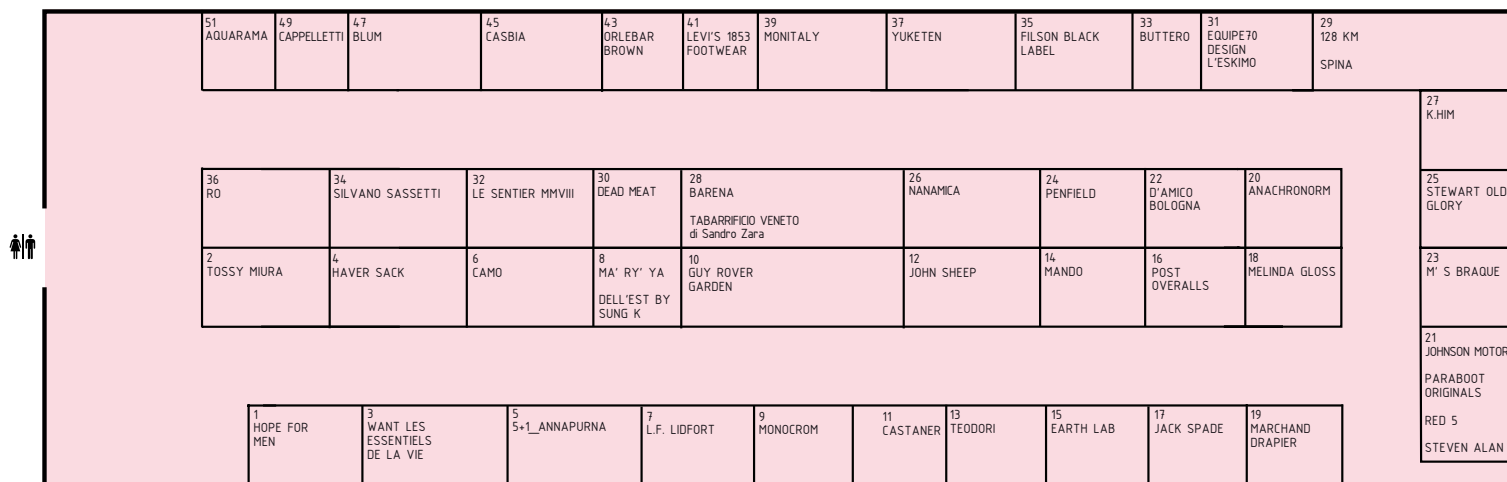
Fashion/Design

Padiglione delle Ghiaia | n. 15



Touch

Sale della Ronda A | n. 18

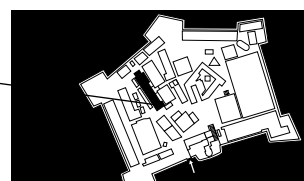
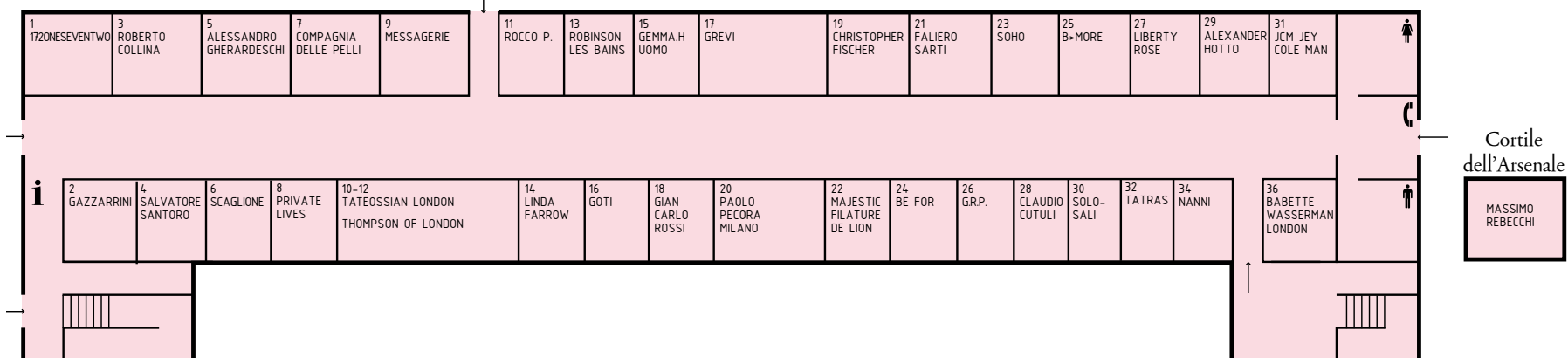


L'Altro Uomo

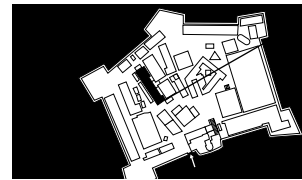
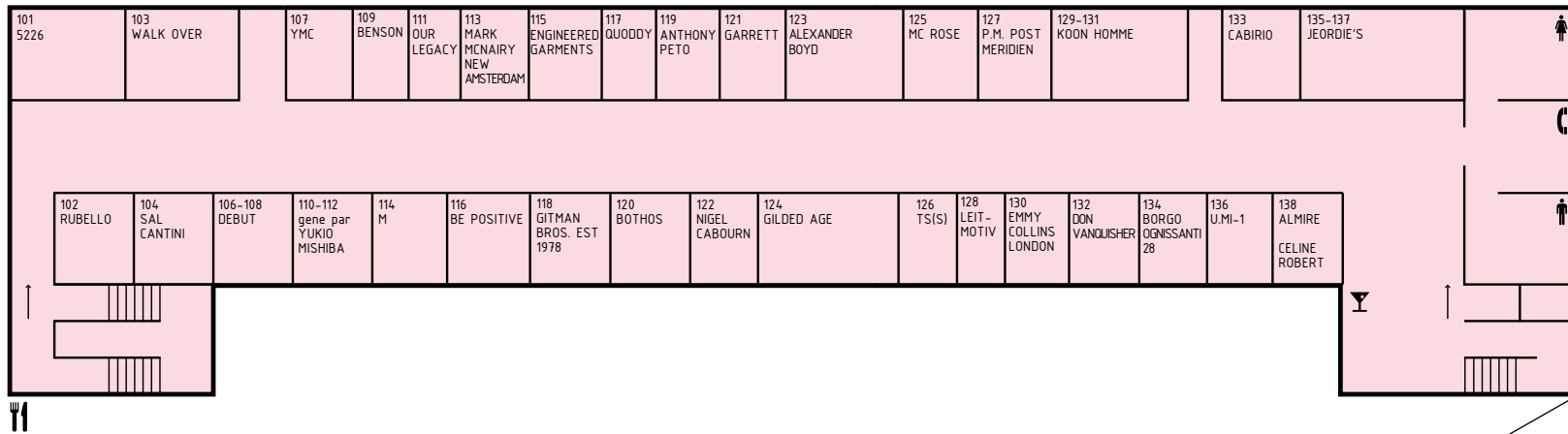
Cortile dell'Arsenale | n. 19

Arsenale | n. 20

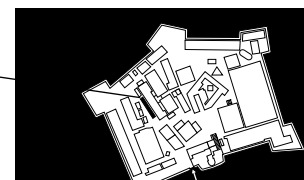
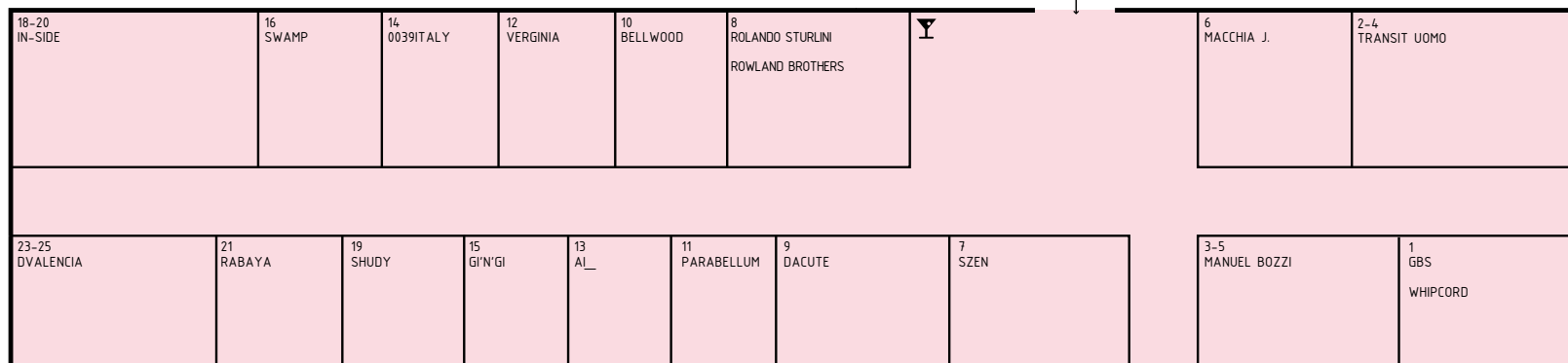
piano terra / ground floor



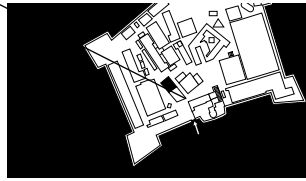
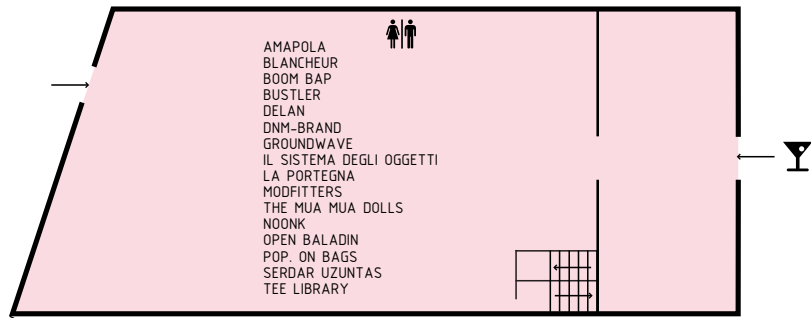
L'Altro Uomo
Arsenale | n. 20
piano primo / first floor



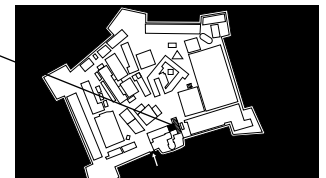
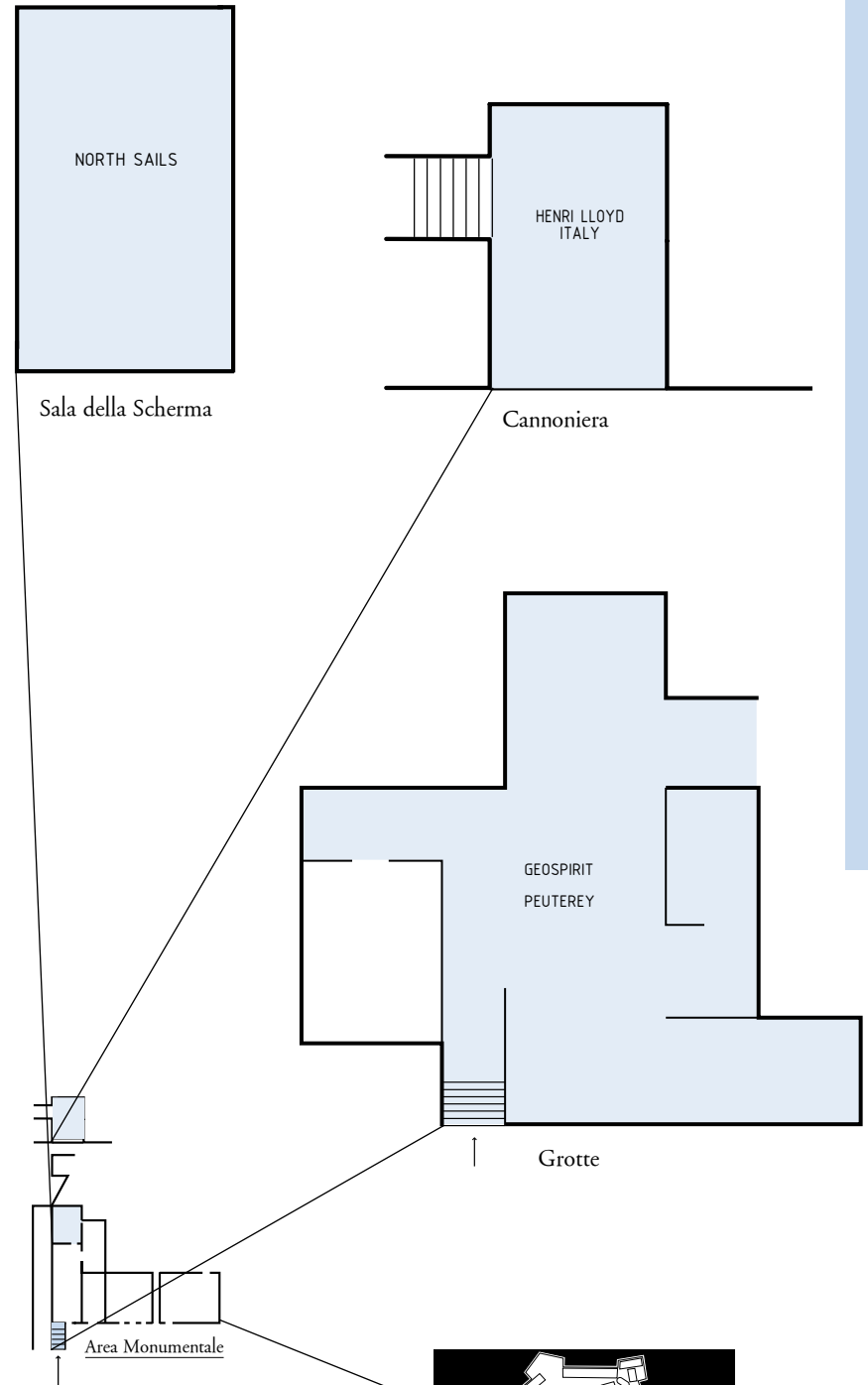
L'Altro Uomo
Sala dell'Arsenale | n. 21

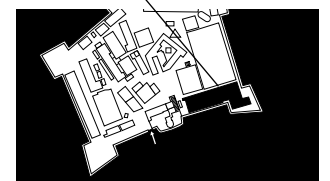
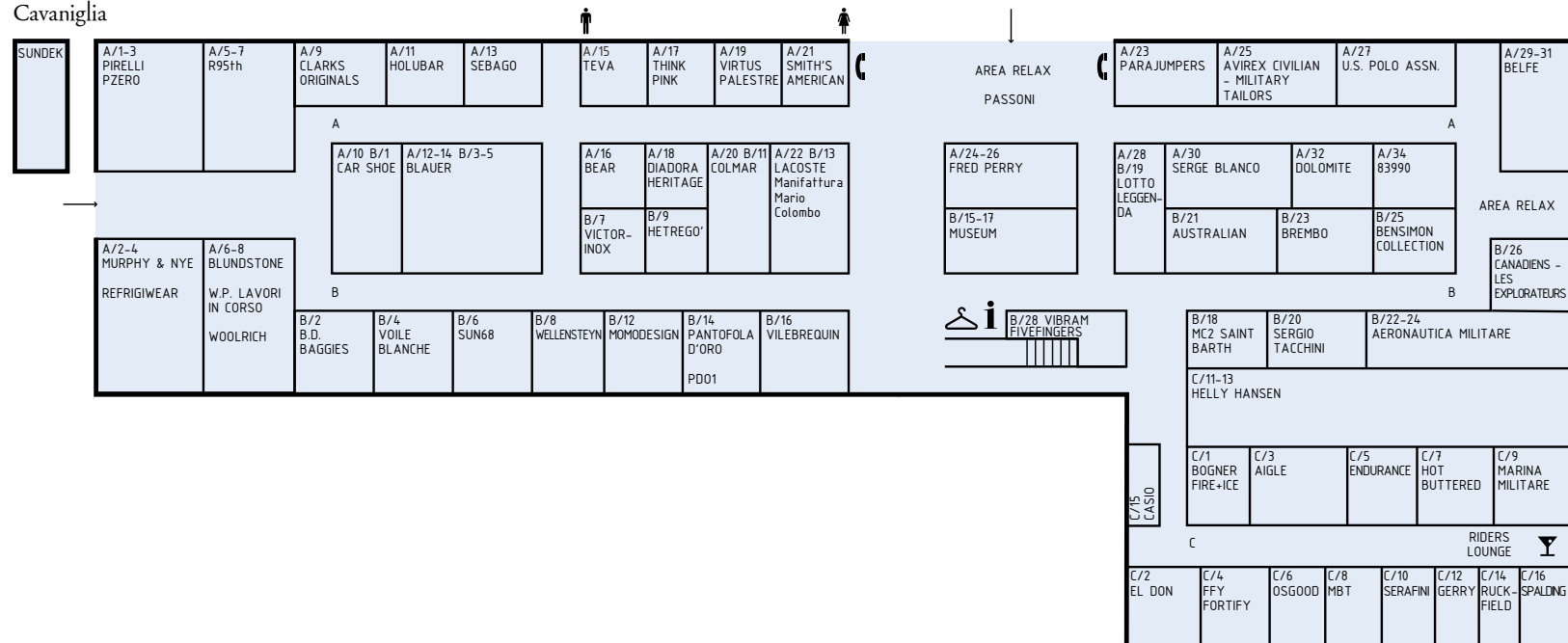


New Beat(s)
Lyceum | n. 22

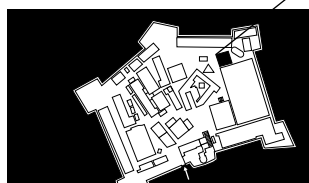
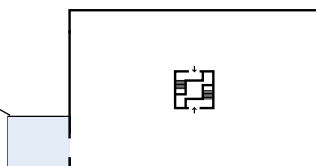
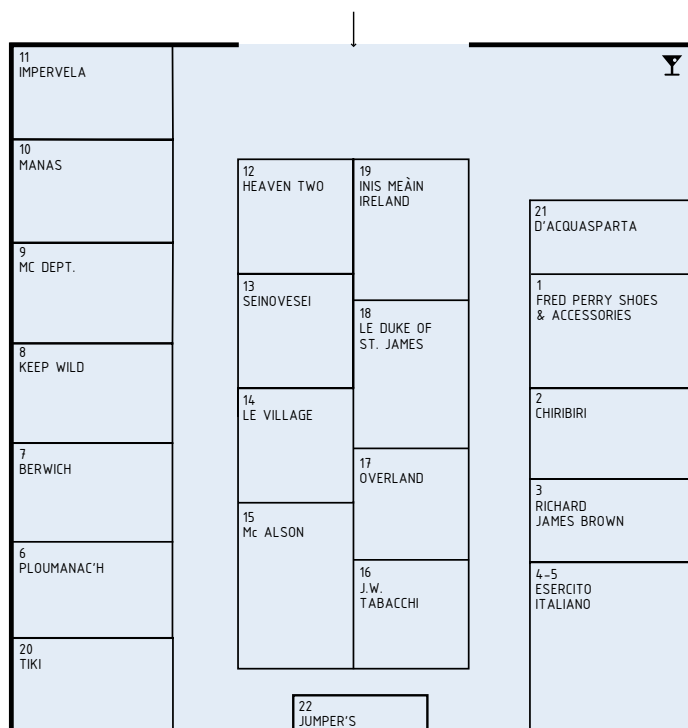


Sport & Sport
Area Monumentale | n. 23

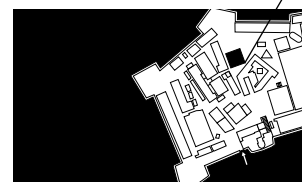
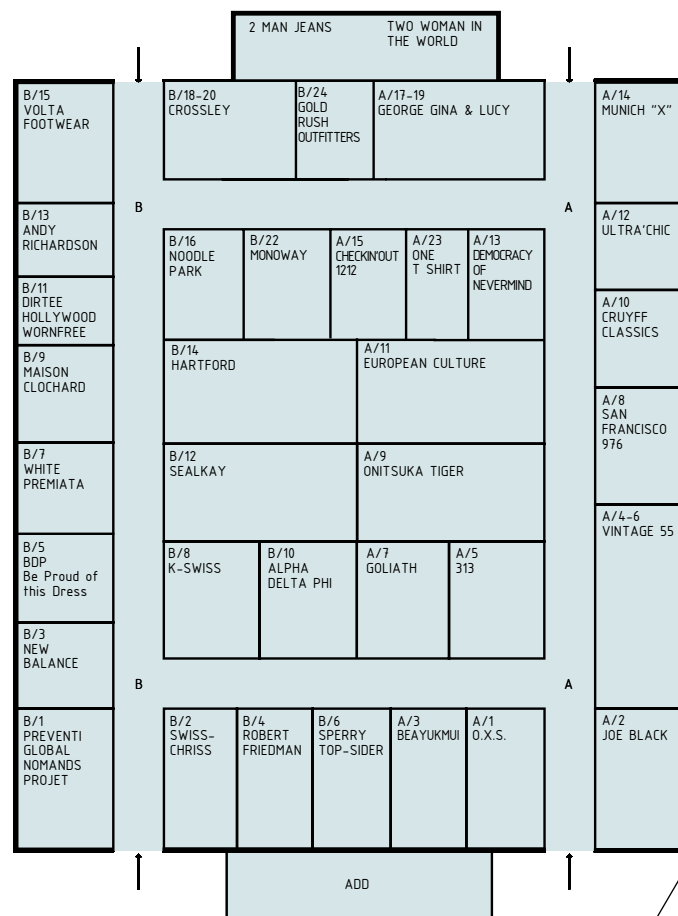


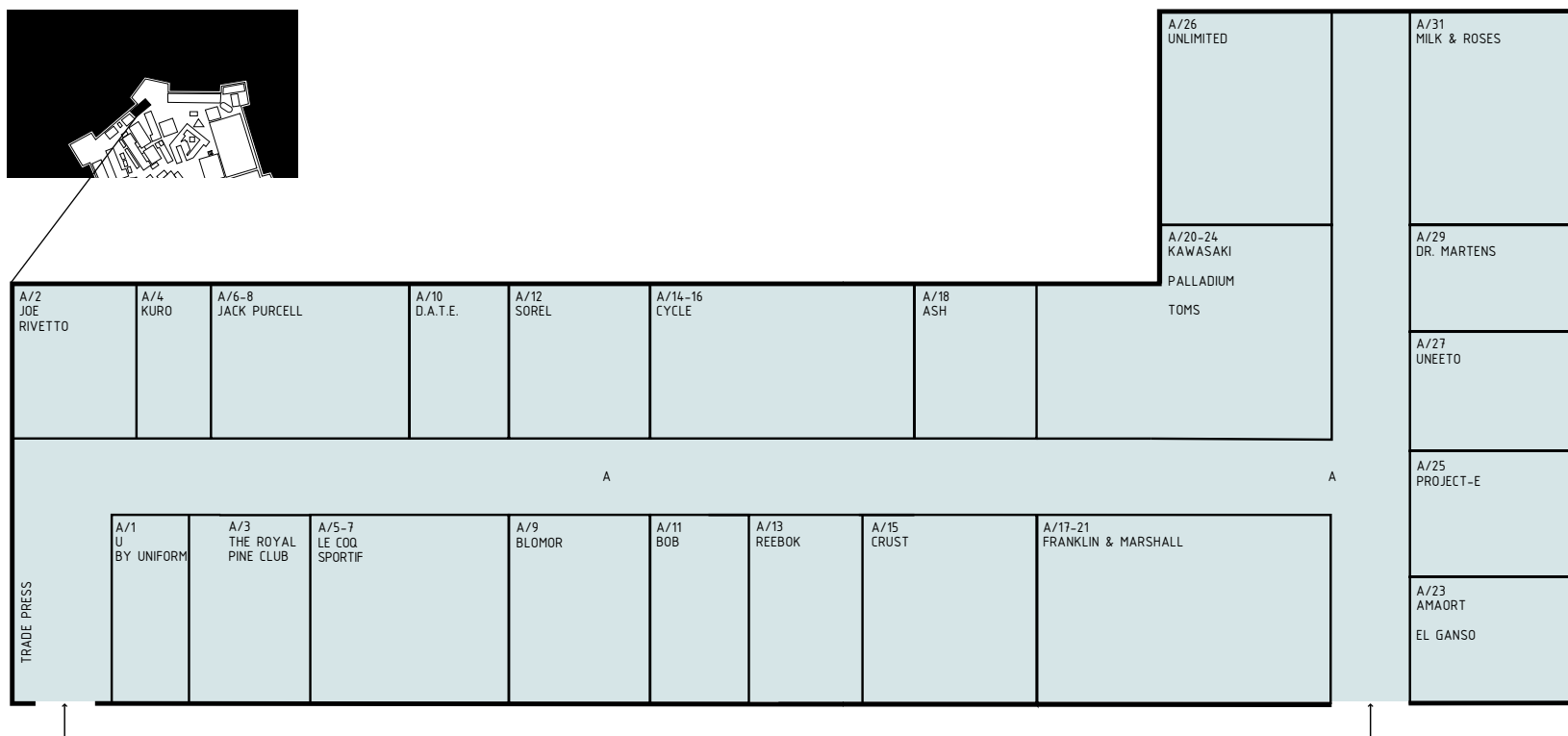
Cortile del
Cavaniglia

Upper Casual
 Padiglione Centrale | n. 26
 piano inferiore / lower floor / Sala Alfa

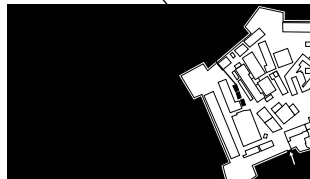
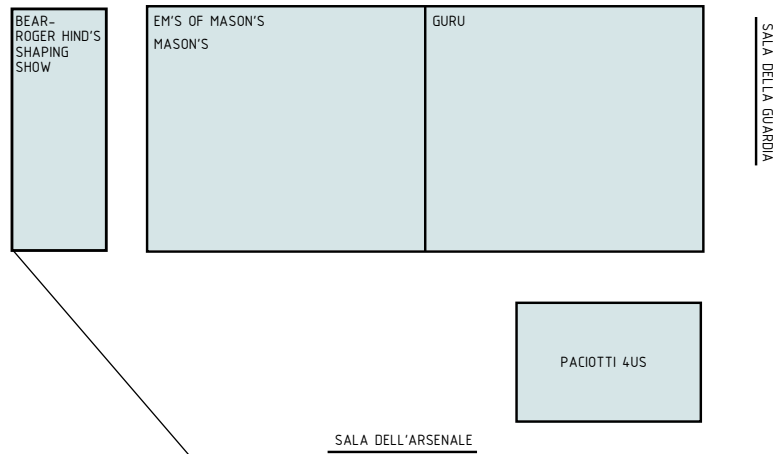


Ynformal
 Arena Strozzi | n. 27

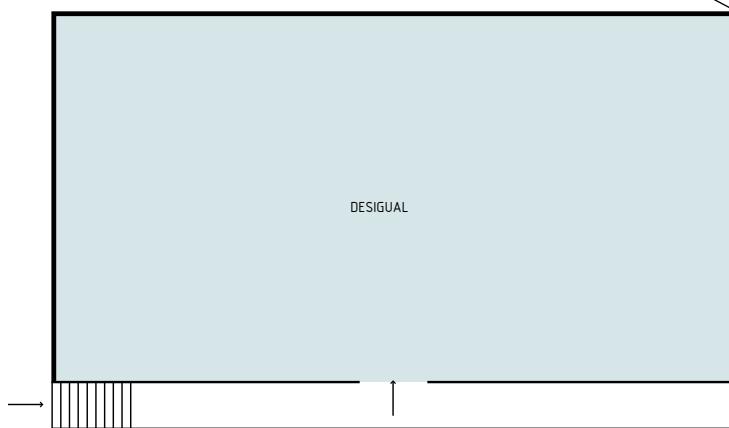




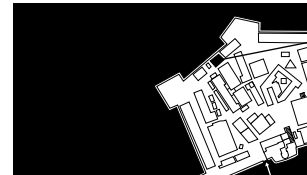
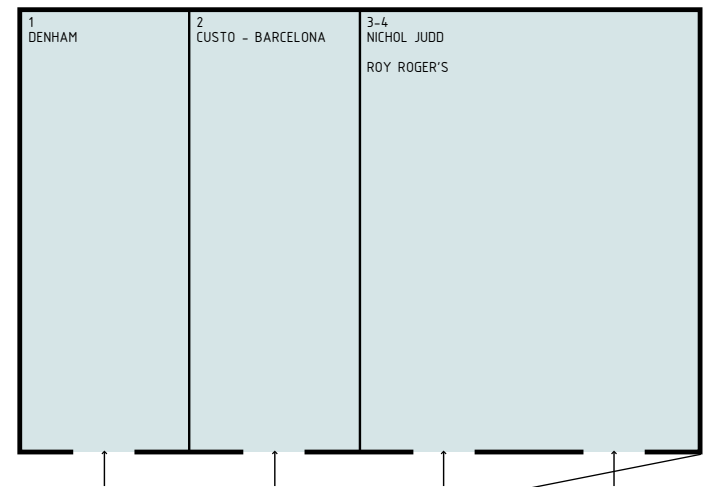
Urban Panorama
Cortile dell'Arsenale | n. 29



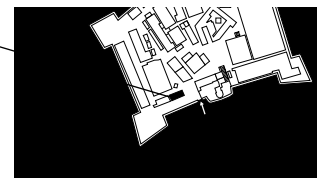
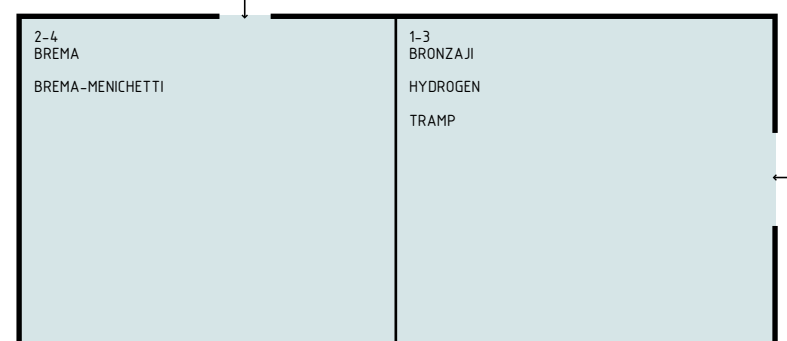
Urban Panorama
Casamatta | n. 30



Urban Panorama
Magazzino 02 | n. 31



Urban Panorama
Magazzini Teatro | n. 32

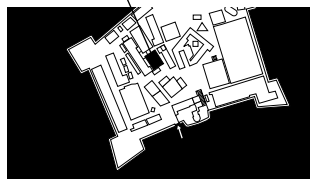
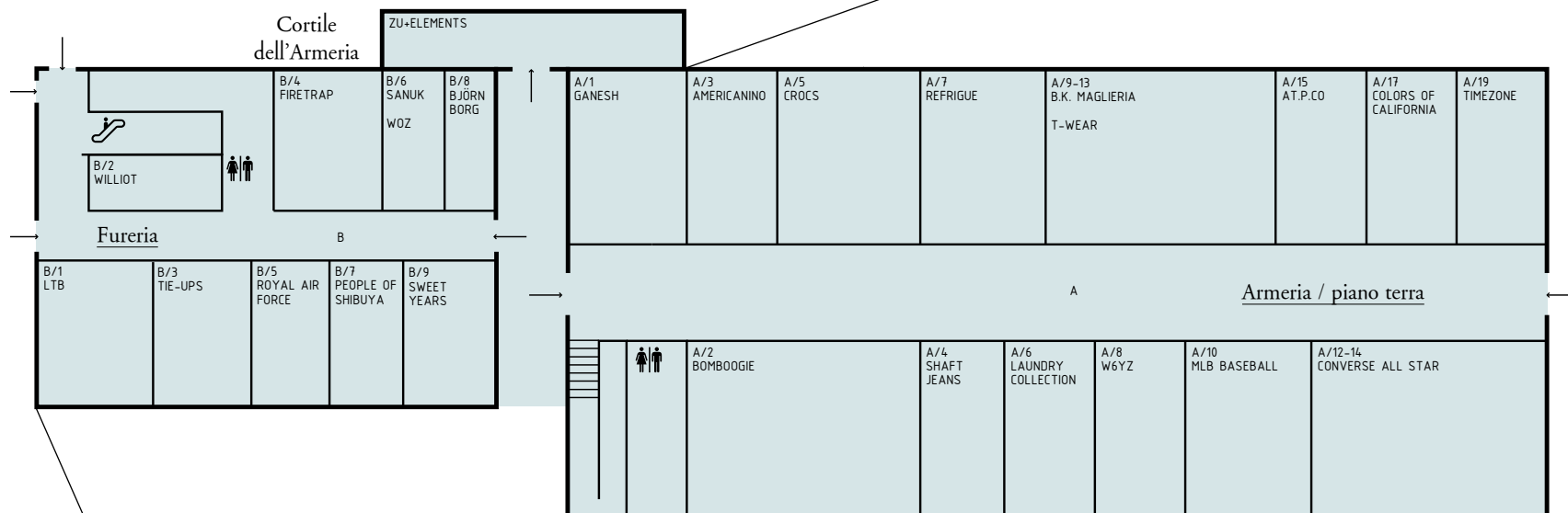
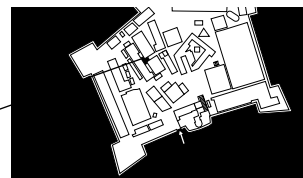


Urban Panorama

Fureria | n. 33

Cortile dell'Armeria | n. 34

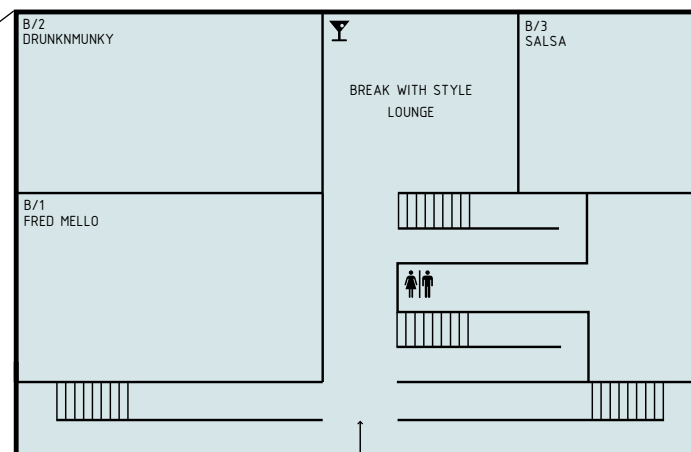
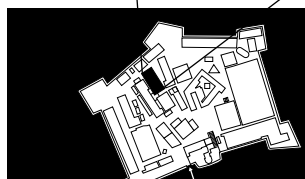
Armeria piano terra / ground floor | n. 35

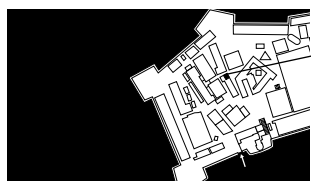
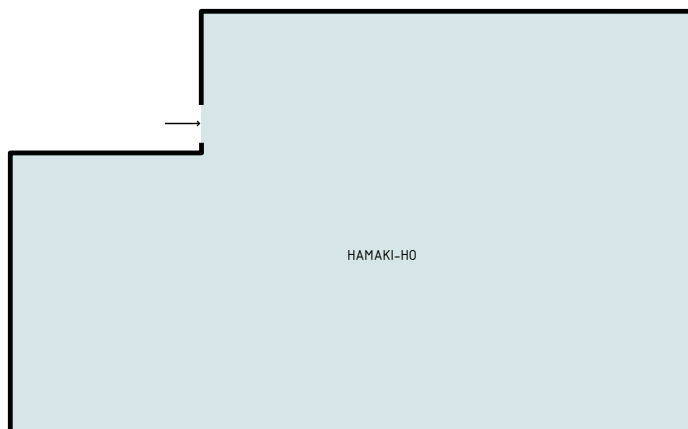
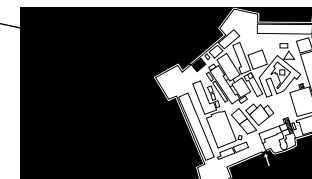
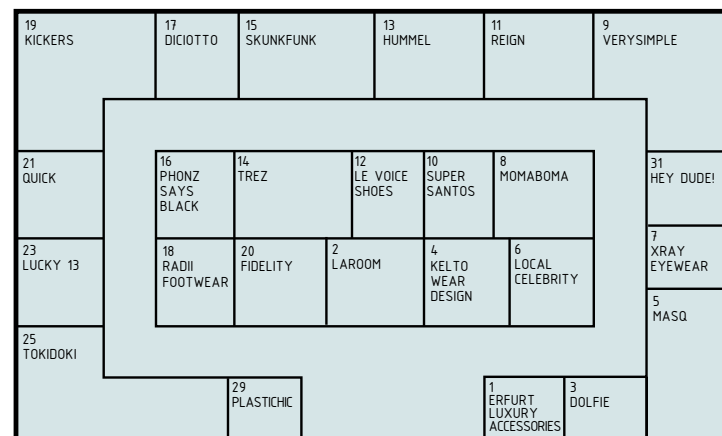
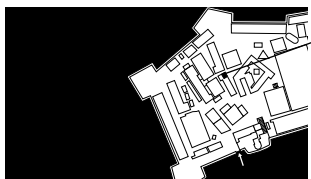
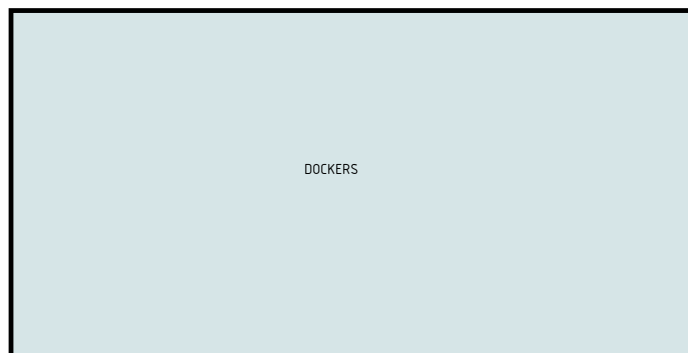


Urban Panorama

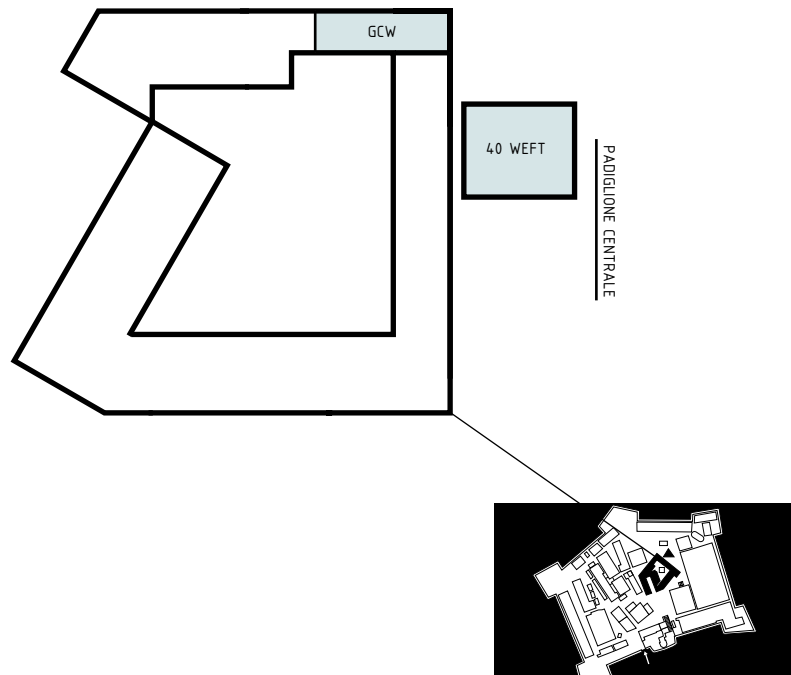
Armeria | n. 36

piano primo / first floor

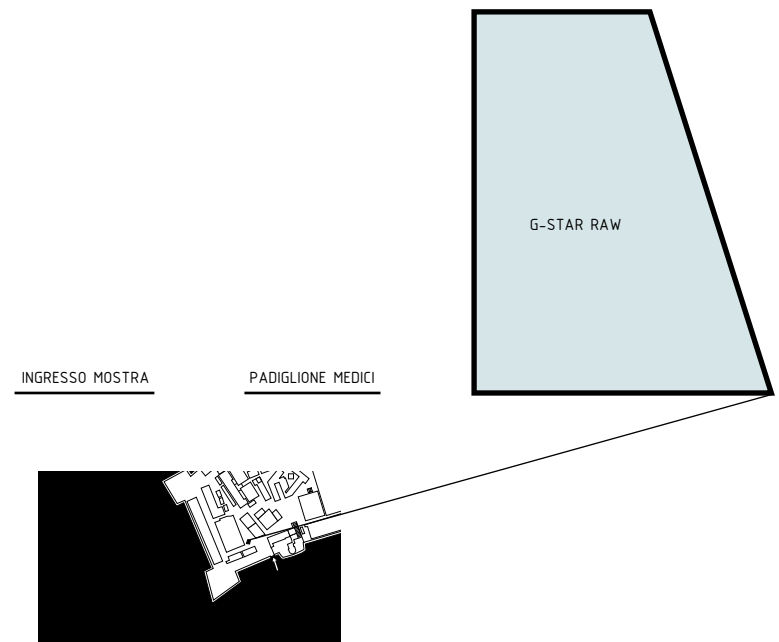




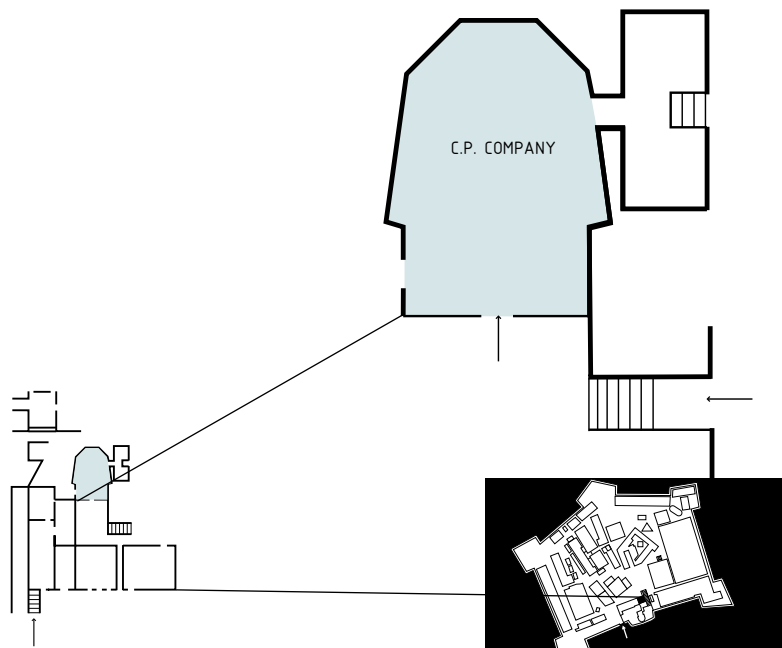
Urban Panorama
 Costruzioni Lorenesi | n. 39
 piano terra / ground floor



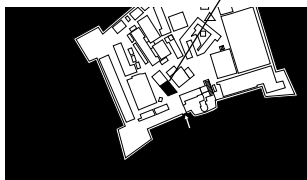
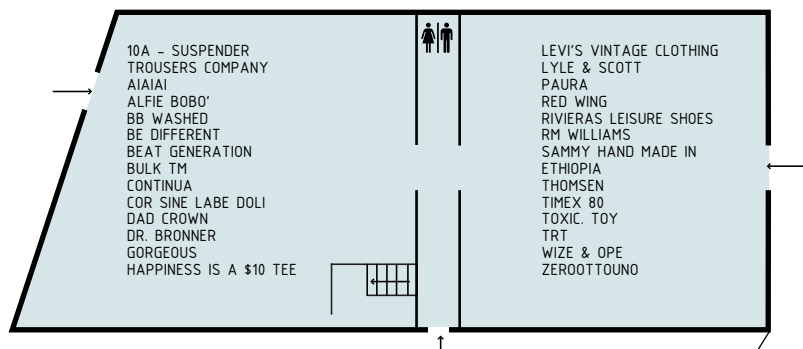
Urban Panorama
 Cortile del Medici | n. 41



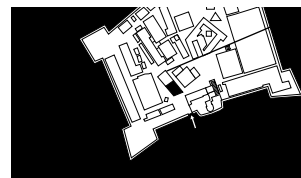
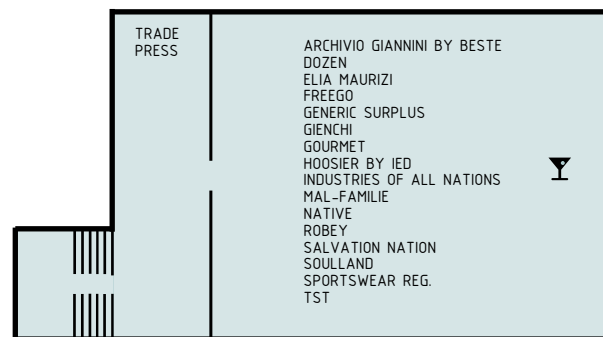
Urban Panorama
 Area Monumentale | n. 40
 Sala Ottagonale



My Factory
Lyceum | n. 42
piano terra / ground floor



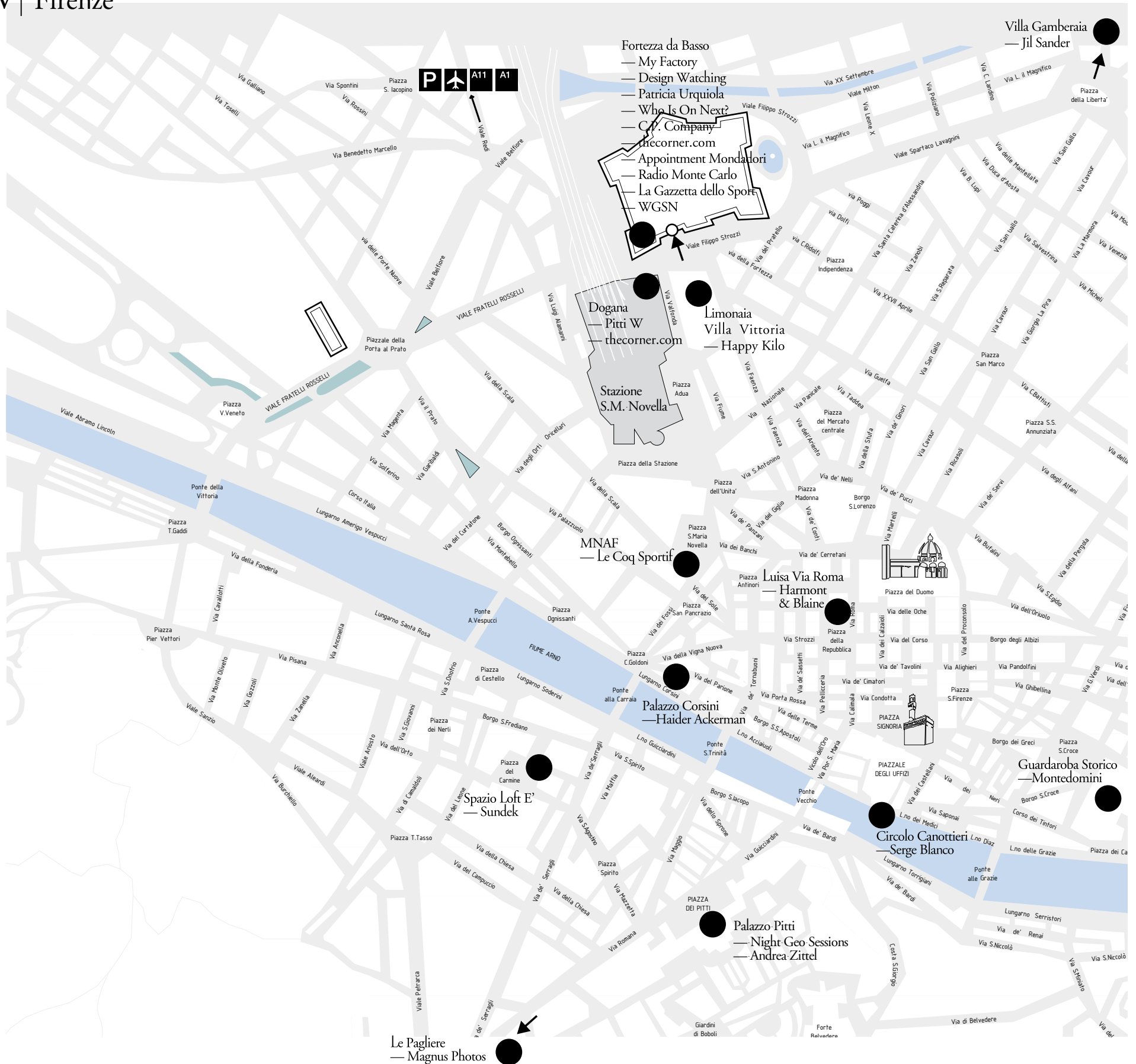
My Factory
Lyceum | n. 42
piano primo / first floor



NEW PROJECT ! MY FACTORY

ITA → My Factory, il nuovo progetto espositivo di Pitti Uomo, è la diretta espressione di una sensibilità contemporanea, nata nel traffico territorio di confine tra moda, cultura giovanile, musica, grafica e new media. My Factory è un inedito segmento commerciale legato all'odierna cultura metropolitana: collezioni e capsule realizzate da giovani creativi e prodotte da brand internazionali, che operano attraverso negozi di tendenza e vendite on-line.

ENG → My Factory is the new Pitti Uomo project that will be featured in the Lyceum this coming June. Embodying the new sensitivity that has developed from the busy intersection where fashion, youth culture, music, graphics and the new media meet, My Factory is a new trade segment linked to today's metro culture where the passwords are experimentation, eclecticism, eco-sustainability and modernity.



Fortezza da Basso

- My Factory
- Design Watching
- Patricia Urquiola
- Who Is On Next?
- C&F Company
- thecorner.com
- Appointment Mondadori
- Radio Monte Carlo
- La Gazzetta dello Sport
- WGSN

Villa Gamberaia
— Jil Sander

Dogana
— Pitti W
— thecorner.com

Limonaia
Villa Vittoria
— Happy Kilo

Stazione
S.M. Novella

MNAF
— Le Coq Sportif

Luisa Via Roma
— Harmont
& Blaine

Palazzo Corsini
— Haider Ackerman

Spazio Loft E'
— Sundek

Circolo Canottieri
— Serge Blanco

Palazzo Pitti
— Night Geo Sessions
— Andrea Zittel

Guardaroba Storico
— Montedomini

Le Pagliere
— Magnus Photos