



**PITTI IMMAGINE BIMBO 70
CALENDAR OF THE EVENTS
21-23 January 2010
Fortezza da Basso - Firenze**

The events bold printed are sole or joint Pitti Immagine events

THURSDAY 21 JANUARY

10.00 am– 7.00 pm	Pop-Up Boutique Monnalisa Jakioo: the pop-up boutique will give hospitality to the Spring/Summer 2010 Jakioo collection; an exclusive location where next season's preview dedicated to "tweens" and inspired by travel will be shown.	Piazza della Repubblica
10.00 am –12.00	Cocktail Marca España by Asepri. Es	Padiglione Centrale Ground Floor Corridor E
10.00 am- 1.00 pm	Presentation Ermanno Scervino Junior – Ermanno Scervino Baby	Padiglione Centrale Stand W 1-3
11.00 am	Miss Blumarine produced and distributed by Spazio Sei. Anna Molinari will be attending. Rosa Enginoli (Claudia Gerini's daughter) and Matilde and Eleonora Caressa (Benedetta Parodi's daughters) will walk on the runway ((by invitation)	Sala della Ronda
11.30 am – 1.00 pm	Presentation Laura Biagiotti Dolls. Lavinia Biagiotti Cigna will be attending	Padiglione Centrale Ground Floor Stand E 1- 5
12.00 – 1.00 pm	Presentation of Frankie Morello Toys Collection, live performance & drinks . Stylists of Frankie Morello,	Padiglione Cavaniglia Stand W 3/7

Maurizio Modica and Pierfrancesco Gigliotti, will be attending

1.00 pm	Miniconf presents the new Sarabanda collection. Catwalk (by invitation)	Sala del Rondino
2.00 pm	Altana – Amore/ Dimensione Danza/ Jeckerson/ Pinko UP/ Jacob Cohen Junior/ Moschino/ Vilebrequin/ Liu Jo baby. The catwalk (by invitation) will be linked with a helpful initiative in aid of Fondazione Francesca Rava - NPH Italia Onlus	Sala della Ronda
3.00 pm – 4.00 pm	North Sails Future and Style Piccoli present the first regatta dedicated to young yachtsmen	Taste Lounge Padiglione Centrale Lower Floor
3.00 pm	Silvian Heach meets the press: “Help to Haiti”	Area Monumentale Grotte
3.30 pm	Silvian Heach Kids catwalk	Area Monumentale Grotte
4.00 pm	Elsy Catwalk (by invitation)	Sala del Rondino
4.00 pm	Ki6? Invites you to discover the new collection that respects the environment . Licia Colò will be attending.	Padiglione Centrale Ground Floor Stand C1, B2 - 4
4.30 pm	CHIARA BONI GIRLS Presentation of BIOGYM, the new capsule collection in organic jersey. The stylist will be attending.	Padiglione Centrale Ground Floor Stand J/10
5.00 pm	Miss Grant Catwalk (by invitation)	Sala della Ronda
7.00 pm- 8.30 pm	Monnalisa celebrates with a show the new Autumn-Winter 2010 collection with buyers and press (by invitation)	Teatro Puccini Via delle Cascine,41 Firenze
8.30 pm- 00.00	Il Gufo show with catwalk of the Fall/ Winter collection 2010/2011 (by invitation)	EX3 Gallery Viale Giannotti, 81-85 Firenze

FRIDAY 22 JANUARY

9.30 am – 11.30 am	Maclaren Breakfast: the most exclusive strollers showed at Lyceum	Apartment Lyceum Stand 19
10.00 am– 7.00 pm	Pop-Up Boutique Monnalisa Jakioo: the pop-up boutique will give hospitality to the Spring/Summer 2010 Jakioo line; from 5.00 pm Laura Esquivel , main character of Tv series “The world of Patty”, will be attending.	Piazza della Repubblica

11.00 am	Ice Iceberg produced and distributed by Spazio Sei Martina and Christian Cannavaro will walk the runway, to clap to them in the audience their mum Daniela and brother Andrea. Catwalk (by invitation)	Sala della Ronda
12.00 pm and 13.00 pm	Calvin Klein jeans Catwalk (by invitation)	Sala del Rondino
12.00 pm – 2.00 pm	Once upon a time presents its kid's jewellery collection to the press and buyers with a light lunch.	Apartment Lyceum Ground Floor Stand 21
12.00 pm	Opening Elio Fiorucci: Fashion Jeans Inventor "Histoire" curated by Laura Villani. Elio Fiorucci will be attending. Drink to follow.	SACI gallery Palazzo dei Cartelloni Via S. Antonino, 11
12.00 pm - 2.00 pm	Special Cocktail for the presentation of the new fall/winter collections 2010-2011 Harmont & Blaine junior	Pad. Centrale Ground Floor Stand G 8/9 , H16/18
2.00 pm	Roberto Cavalli Angels and Roberto Cavalli Devils Catwalk (by invitation)	Sala della Ronda
2.00 pm – 5.00 pm	We are having a snack together with Giropinto by Siggì – School makes the trend. The 2010 collection will be served with a steaming hot chocolate	Padiglione Centrale Attic Floor Stand B8
12.00 pm- 4.00 pm	Scaldacuore – magics in wool...invites to discover the new F/W Collection for fashion and fine girls and boys with a welcome cocktail.	Pad. Centrale Attic Floor Stand B/9
3.00 pm- 4.00 pm	Pixel presents: Comic monologue by Teresa Mannino	Pad. Centrale Attic Floor Stand F/5 G/10-12
4.00 pm	Custo Growing Catwalk (by invitation)	Sala del Rondino

SABATO 23 GENNAIO

10.00 am– 7.00 pm	Pop-Up Boutique Monnalisa Jakioo: the pop-up boutique will give hospitality to the Spring/Summer 2010 Jakioo collection; an exclusive location where next season's preview dedicated to to "tweens" and inspired by travel will be shown	Piazza della Repubblica
----------------------	--	-------------------------

To be seen everyday...from 9.00 am until 6.00 pm

Apartment

Special section that presents international clothing and accessories collections oriented to research. It shows a new set up by Ilaria Marelli, who transforms the Lyceum rooms in a meeting point for buyers from the most updated fashion stores, who are chasing unique and exclusive collections.

Lyceum

EcoEthic

Expression of a new sensibility to ethical themes, presents a selection from the collections who have chosen ethic and eco-sustainability.

Padiglione Centrale
Lower Floor

NEW VIEW

The section that gathers up the high- creative collections becomes an advanced testing area for kids fashion and its fruition system. New layout by architecture and graphic studio dotdotdot

Padiglione Centrale
Lower Floor
Salone M

SUPERSTREET

The section dedicated to denim and street culture.

Padiglione delle Ghiaia
Armeria
Cortile dell'Armeria
Cortile della Ghiaia
Fureria
Ghiaia Spazi esterni
Teatrino Lorenese

STYLE PICCOLI

Eleven artists, some of the greatest of the Italian and International panorama, immortalized for Style Piccoli with sons, nephews and little brothers

They are Matteo Basilé, Paolo Canevari, Alberto Di Fabio, Daniele Galliano, Robert Gligorov, Masbedo (Nicolò Massazza and Jacopo Bedogni), Luca Pignatelli, Cristiano Pintaldi, Adrian Tranquilli, Velasco. They have been chosen by art critic Gianluca Marzian for the lens of photographer Toni Thorimbert. The result will be shown at Pitti Bimbo and, subsequently, the photos (and the works created by the artists and the kids) will be sold for charity. The proceeds are going to be devolved to the association "7° piano" in Milan, for the child neoplasias research and treatments.

Fortezza da Basso
Padiglione Cavaniglia

TASTE LOUNGE @ Pitti Bimbo

The restaurant that will prepare foods with some of the best companies of Taste, the fair of diversity in taste organized every March by Pitti at Stazione Leopolda.

Padiglione Centrale
Lower Floor

ROLLING STONE ITALIA takes charge of the special addition of soundtracks in the new layout spaces, with two musical projects: "Best Records of the Decade", a selection of the international pop-rock greatest hits since 2000, and "Today's Coolest Tracks", the best of on-air music.

Padiglione Centrale

To see ...

From... to...	Exhibition	Place
22nd January- 12th February	"Elio Fiorucci: the creator of fashion jeans" curated by Laura Villani	SACI Gallery Palazzo dei Cartelloni Via S. Antonino, 11 Mon – Fri 9.00 am – 7.00 pm Sat 1.00 pm– 7.00 pm
January 12th- January 23rd	Temporary shopping Shaft Jeans in partnership with Mandarina Duck: the two Madarina Duck shops of Florence will show the man, woman and kid Spring/Summer 2010 Shaft Jeans collections.	Via de' Cerretani 64/66 Via Por Santa Maria 23-25
From January 14th	PARIS capital of Photography 1920-1940 Organized by Jeu de Paume in partnership with Fratelli Alinari establishment for photography history	MNAF Ex Leopoldine Piazza S M Novella 14 a r Palazzo Pitti Galleria Palatina e Galleria d'Arte Moderna Piazza Pitti 1 8.15 am-6.30pm (may) – 19.30 (june) I/IV monday closed € 12,00
Until january 24th	Fondazione Palazzo Strozzi presents Candida Höfer in Florence	Palazzo Medici Riccardi Via Cavour 3 9.00am-7.00pm closed wedn Free access
Until January 30th	The drawn landscape. John Constable and English masters in the Horne collection.	Museo Horne Via dei Benci 6 Mon-sat 9.00am-1.00pm € 6.00
Until 31st January	The never seen: saints. Poets and seamen	Sala delle Reali Poste Loggiato degli Uffizi 10.00 am- 5.00 pm closed mon
Until january 31st	Fausto Maria Franchi Precious artefacts	Palazzo Pitti Museo degli Argenti Piazza Pitti 1 8.15am-4.30pm I/IV monday closed, € 7,00
Until february 5th	Fashion and Science in Florence at the time of Pietro Leopoldo	Biblioteca delle Oblate Via dell'Oriuolo 26 Mon 2pm-24, tue-sat 9am-24 Free entrance
Until february 8th	Oliver Mosset 'ZZ'	BASE, projects for art Via San Niccolò 18r

Until February 13th	Fuutou: "Trame di viaggio" Weaved envelopes and tribal bags between Italy, Japan and Middle East	Tue-sat 6pm- 8pm For appointments call 328 6927778 Galleria di Alberto Boralevi Via Santo Spirito 11 10-30-12.30, 4.00 pm-7.00 pm
Until february 15th	The happy vitality of porcelains-- Betty Woodman	Palazzo Pitti Museo delle Porcellane Piazza Pitti 1 8.15am-4.30pm I/IV monday closed, € 7,00
Until february 28th	Innocent and defamed. Federico Zuccari (1539/40-1609) and the artist's vendetta	Gabinetto Disegni e Stampe Loggiato degli Uffizi 8.15 am-6.50 pm closed monday
Until april 6th	The arm for art. Regain Aspects of the sacred	Palazzo Pitti Galleria Palatina, Sala Bianca Piazza Pitti 1 8.15am-4.30pm I/IV closed monday, € 7,00
Until april 11th	Animals : travel through fantasy by Mario Mariotti	Istituto degli Innocenti Piazza SS Annunziata 12
Until april 22nd	Chiara Silva Groove of old world	Palazzo Borghese Via Ghibellina 10
Until may 9 th	Florence 1829. Art, science and society	Palazzo Medici Riccardi Via Cavour 3 9.00 am-7.00 pm closed wed Free entrance
Unitl June 12th	Fashion routes Through shops, atelier e art venues 48 guided and free visits through 24 ateliers and 12 art venues, monday & Friday from 3.30 pm to 6.30 pm; 12 guided and free visits to 6 museums, establishments and restore laboratories (saturday o thursday)	Firenze
Until june 30th	Crystals. The world's most beautiful minerals	Museo di Storia Naturale La Specola Via Romana 17 9.30 am-2 pm, sat 9.30 am-5.30 pm clodes 1st and last monday of the month€ 6,00