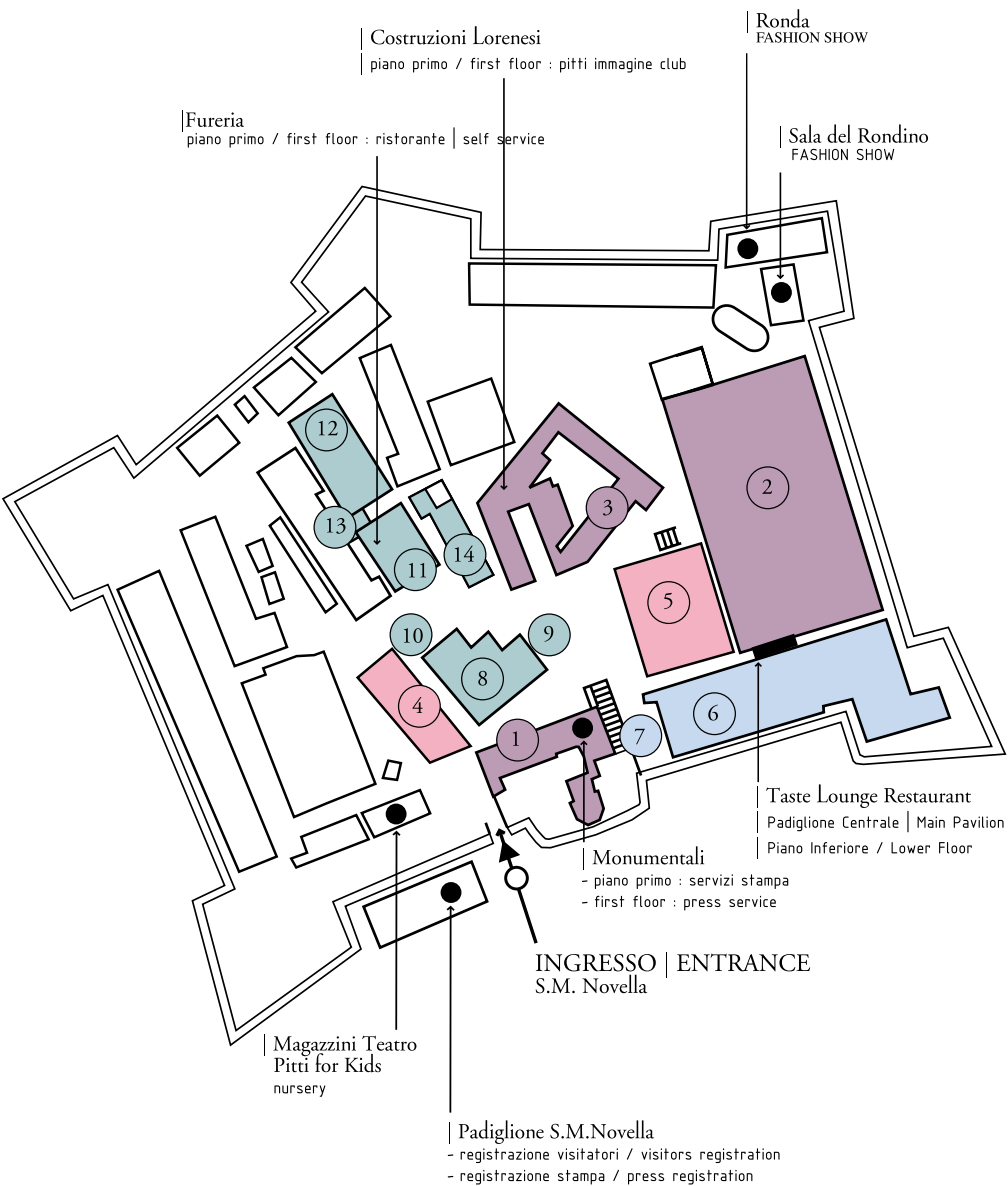


# I | Com'è articolata la mostra | Exhibition layout



- 1 Pitti Bimbo / Baby World / Kid's Design
- 2 Area Monumentale
- 2 Padiglione Centrale / piano inferiore
- 2 Padiglione Centrale / piano terra
- 2 Padiglione Centrale / piano attico
- 3 Costruzioni Lorenesi / piano terra
- Ecoethic
- 2 Padiglione Centrale / piano inferiore
- Fashion at Work
- 2 Padiglione Centrale / piano attico

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- 4 Apartment Lyceum
- 5 New View
- 5 Padiglione Centrale / piano inferiore / Salone M

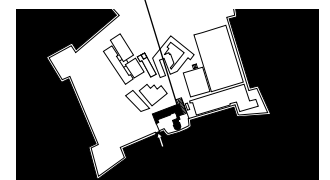
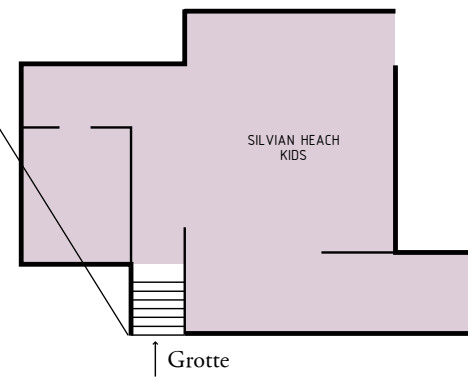
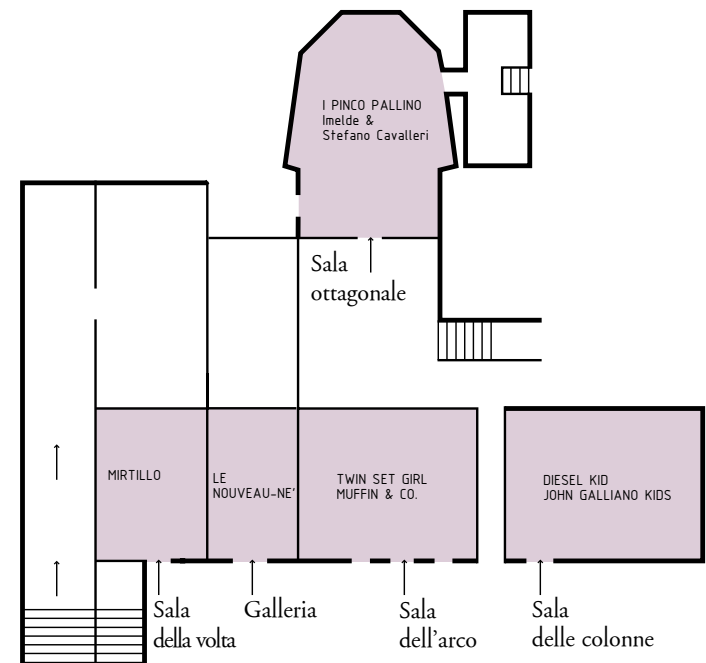
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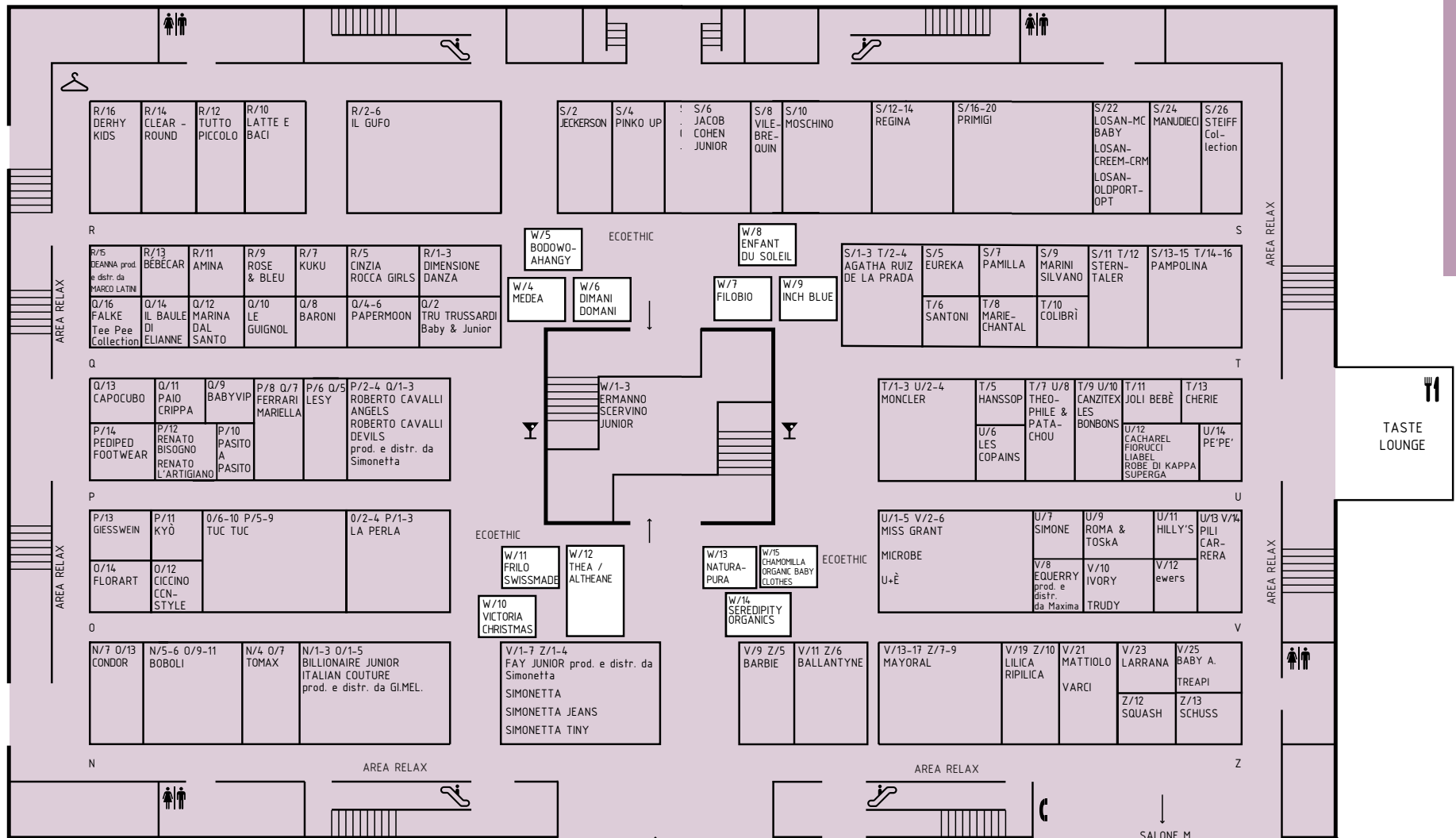
- 6 Sport Generation
- 6 Padiglione Cavaniglia
- 7 Cortile del Cavaniglia

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- 8 Superstreet
- 8 Padiglione delle Ghiaia
- 9 Ghiaia Spazi Esterni
- 10 Cortile delle Ghiaia
- 11 Fureria
- 12 Armeria
- 13 Cortile dell'Armeria
- 14 Teatrino Lorenese

II | Pitti Bimbo  
| Area Monumentale | n. ①

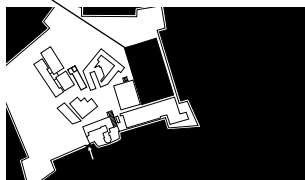
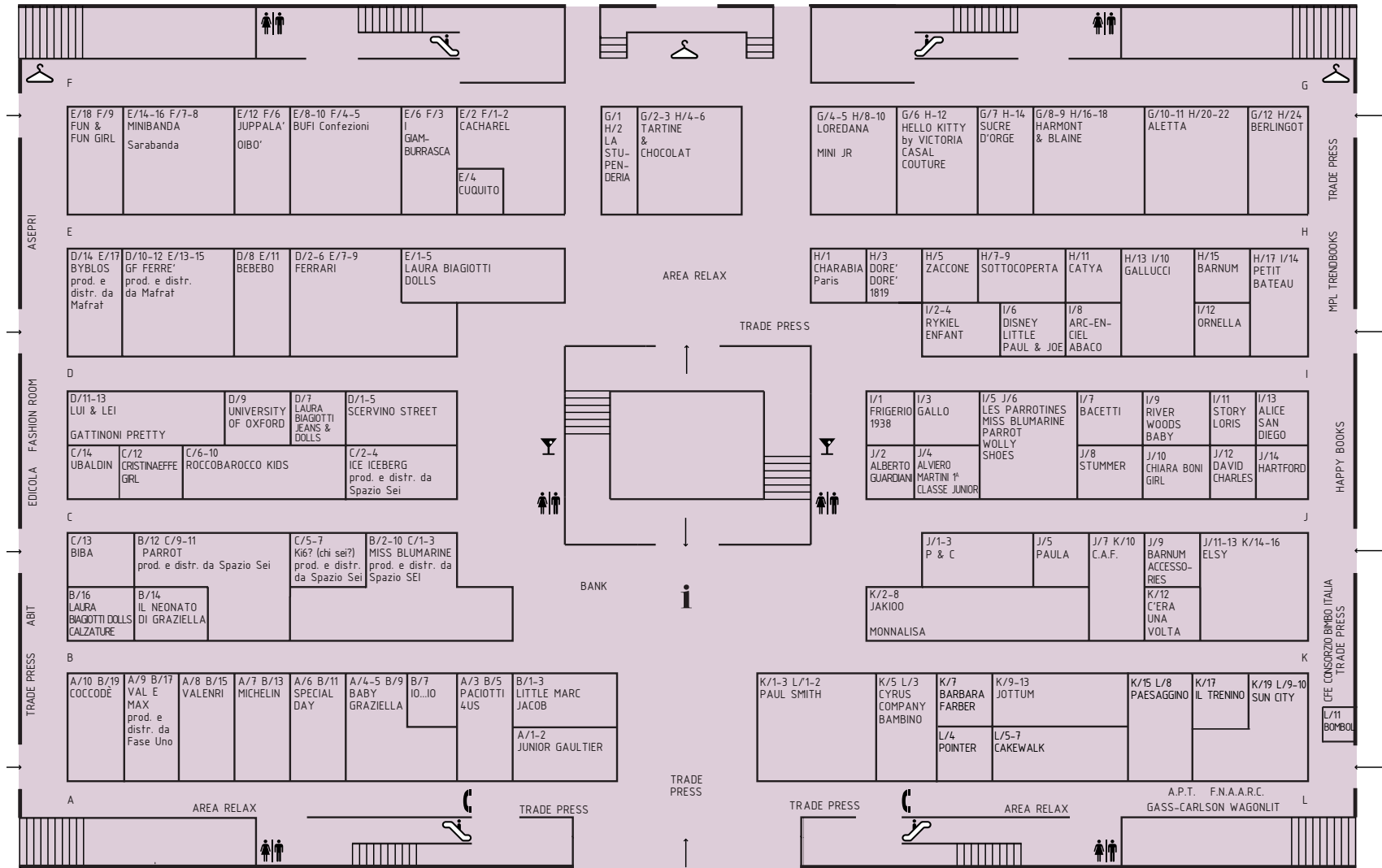




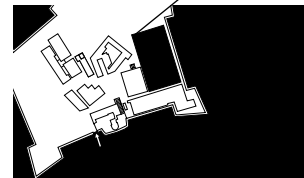
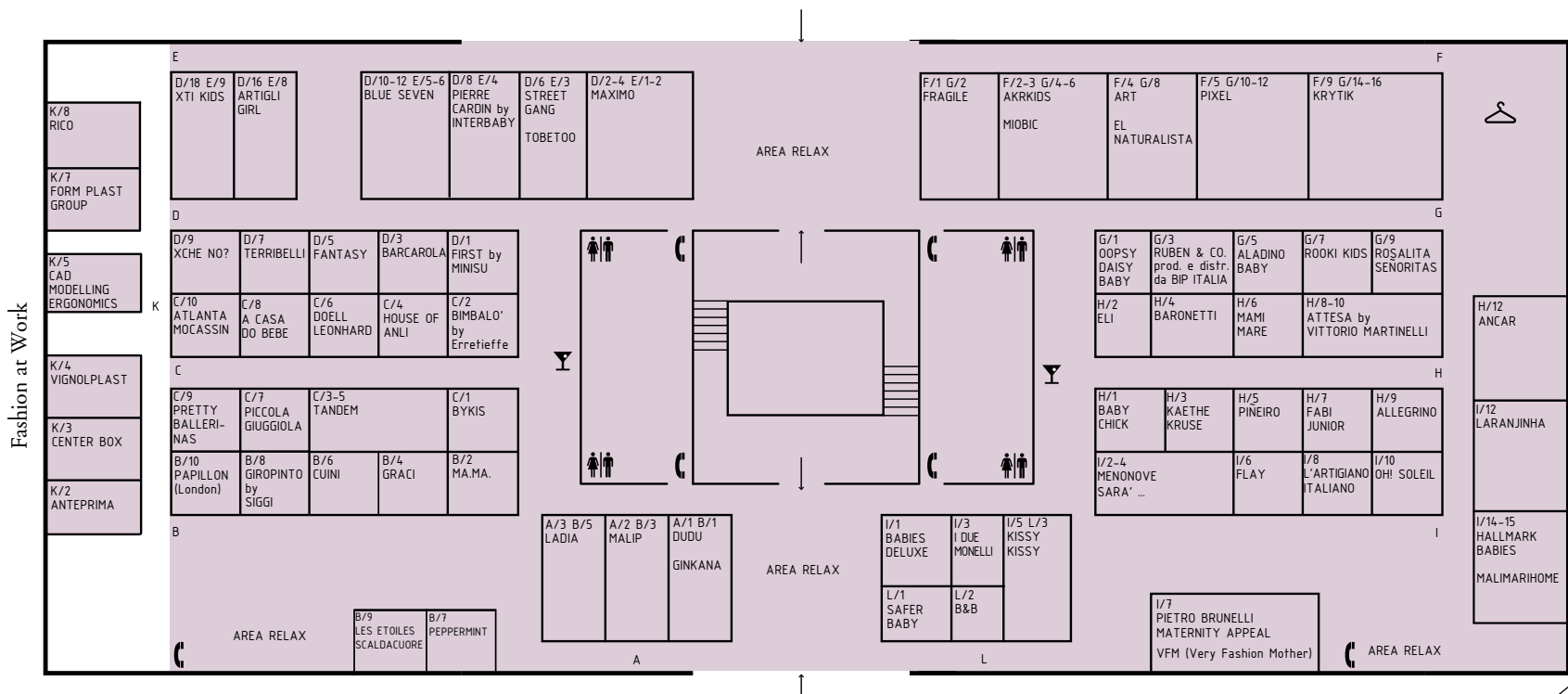
# Pitti Bimbo

## Padiglione Centrale | n. ②

### piano terra / ground floor



Pitti Bimbo / Fashion at Work  
 Padiglione Centrale | n. ②  
 piano attico / top floor

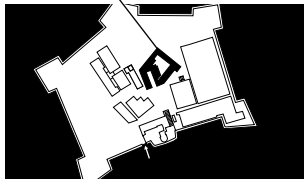
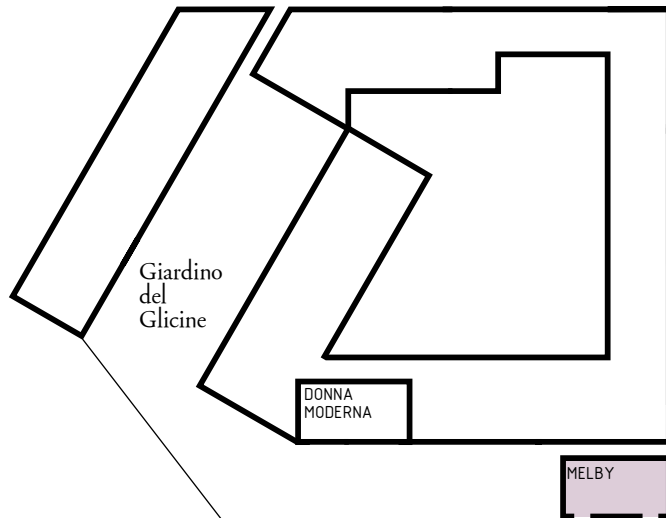


12

Pitti Bimbo

Costruzioni Lorenesi | n. ③

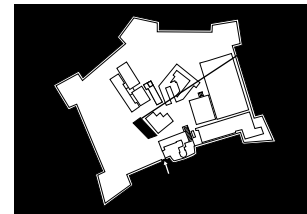
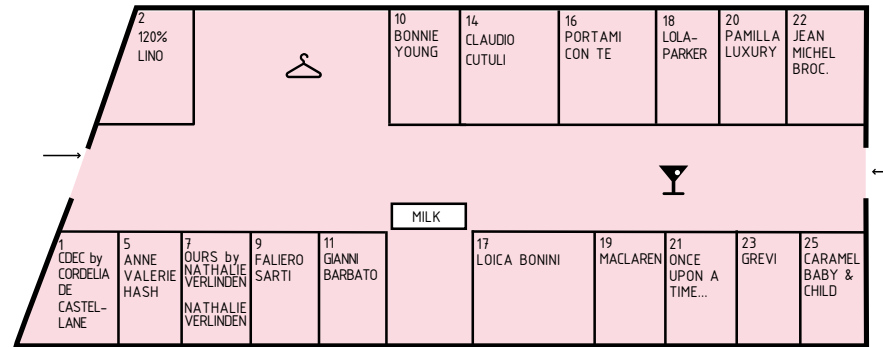
piano terra / ground floor



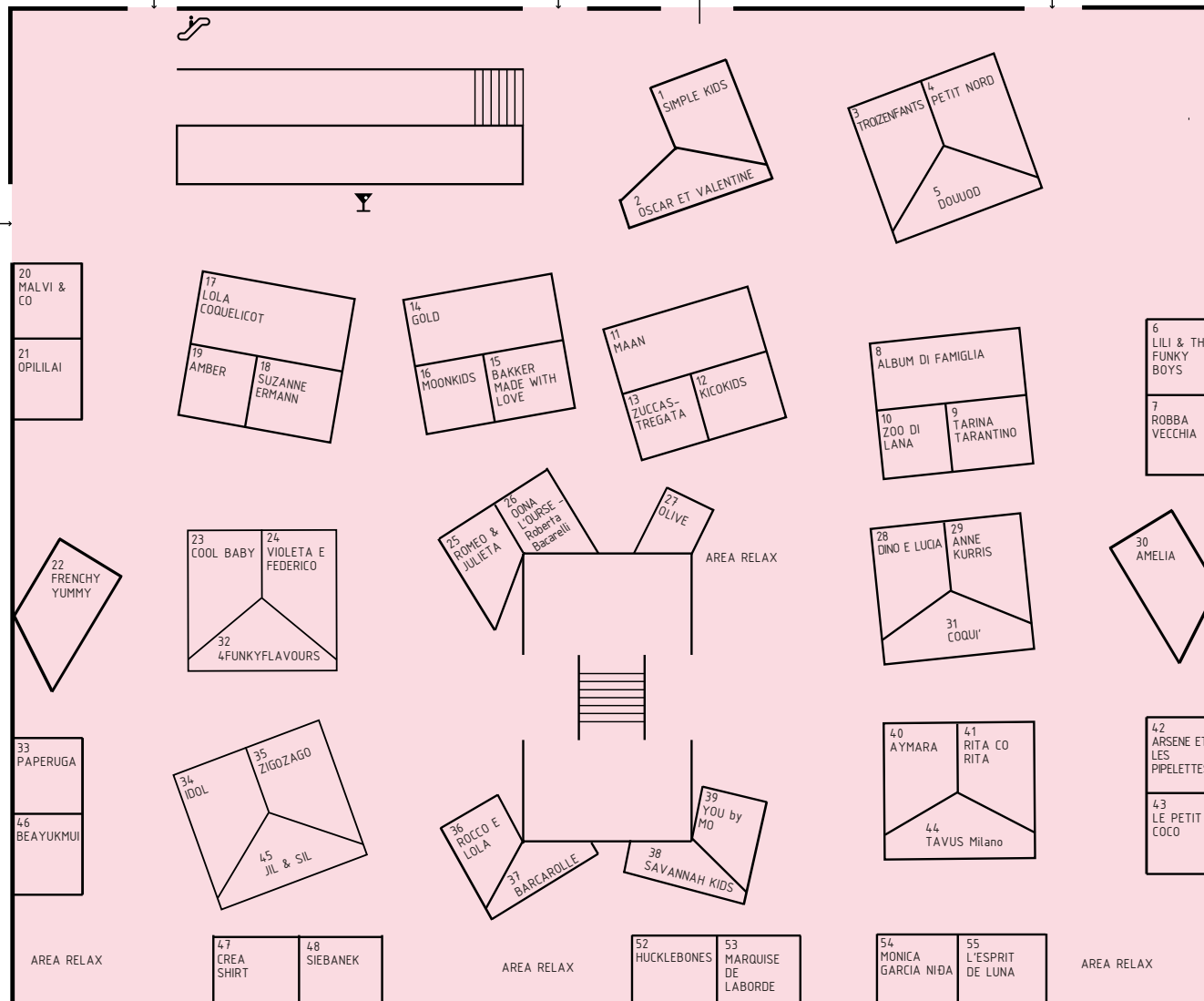
13

Apartment

Lyceum | n. ④

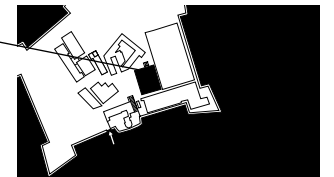
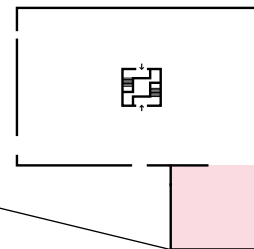


PADIGLIONE CENTRALE

**NEW PROJECT !**

ITA → Spazi più aperti, maggiore comunicazione tra i prodotti e un'impronta di design assolutamente contemporanea inaugurano il nuovo layout di New View, curato dallo studio d'architettura e grafica dotdodot. Negli spazi del Salone M, al piano inferiore del Padiglione Centrale, la sezione che raccoglie le collezioni a più alto tasso creativo, i marchi innovativi destinati a un pubblico esigente, diventa area di sperimentazione avanzata nella moda bimbo e nel suo sistema di fruizione.

ENG → More open spaces, more dialogue among the products and an absolutely contemporary design imprint are the key features of the new layout of New View designed by the architecture and graphics studio dotdodot. In Hall M on the lower level of the Main Pavilion the section that has always showcased collections with the highest creative content and innovative brands earmarked for a demanding audience will become the place for advanced experimentation in children's fashions and how they are bought and sold.

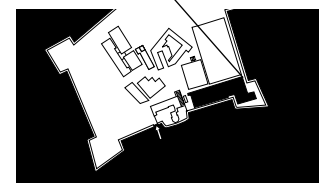
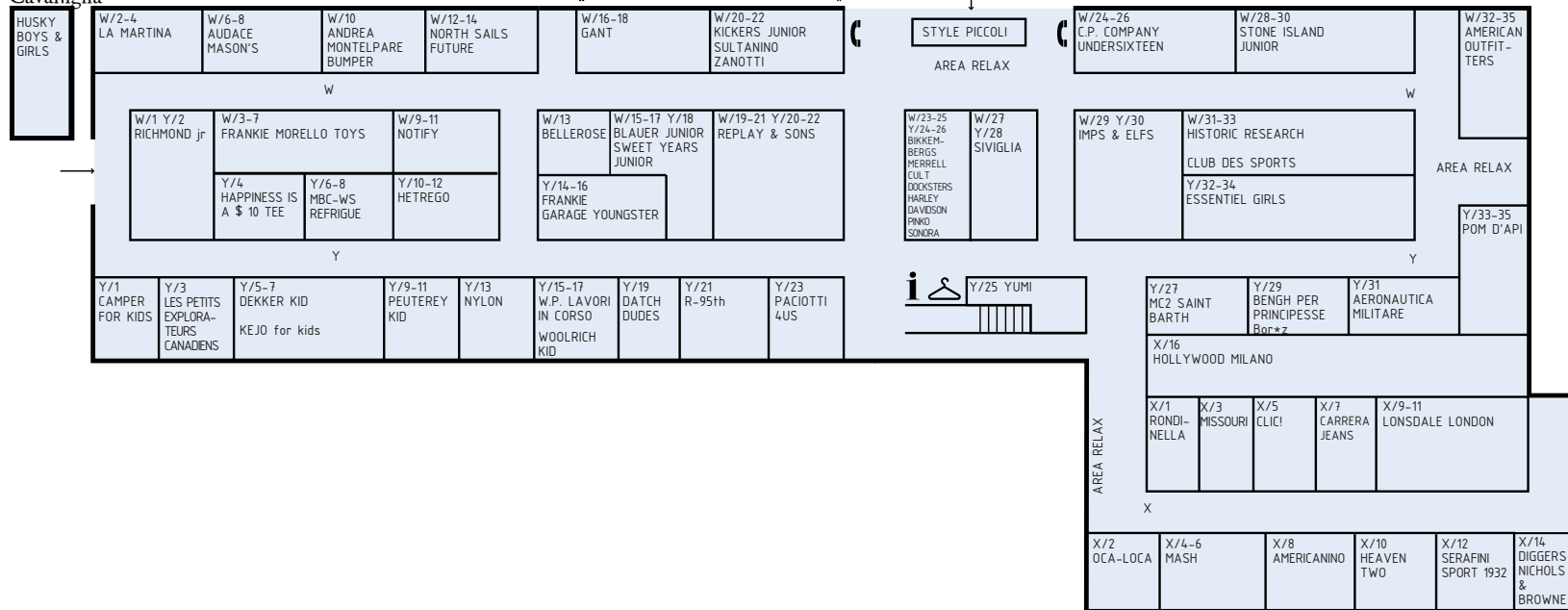


# Sport Generation

## Padiglione Cavaniglia | n. 6

### Cortile del Cavaniglia | n. 7

Cortile del  
Cavaniglia



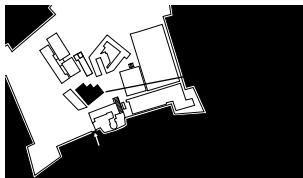
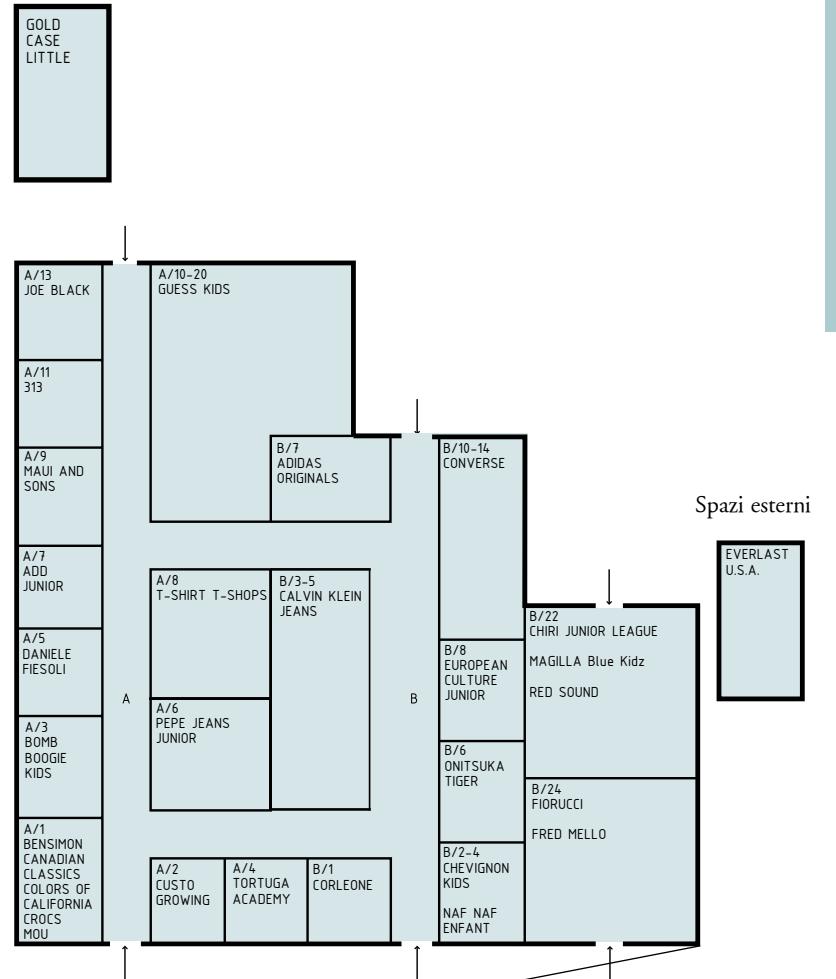
Superstreet

Padiglione delle Ghiaia | n. 8

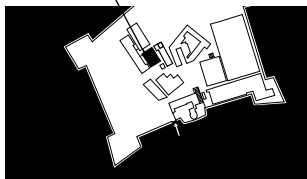
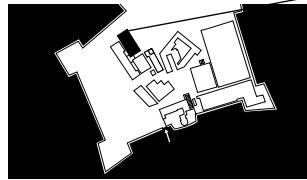
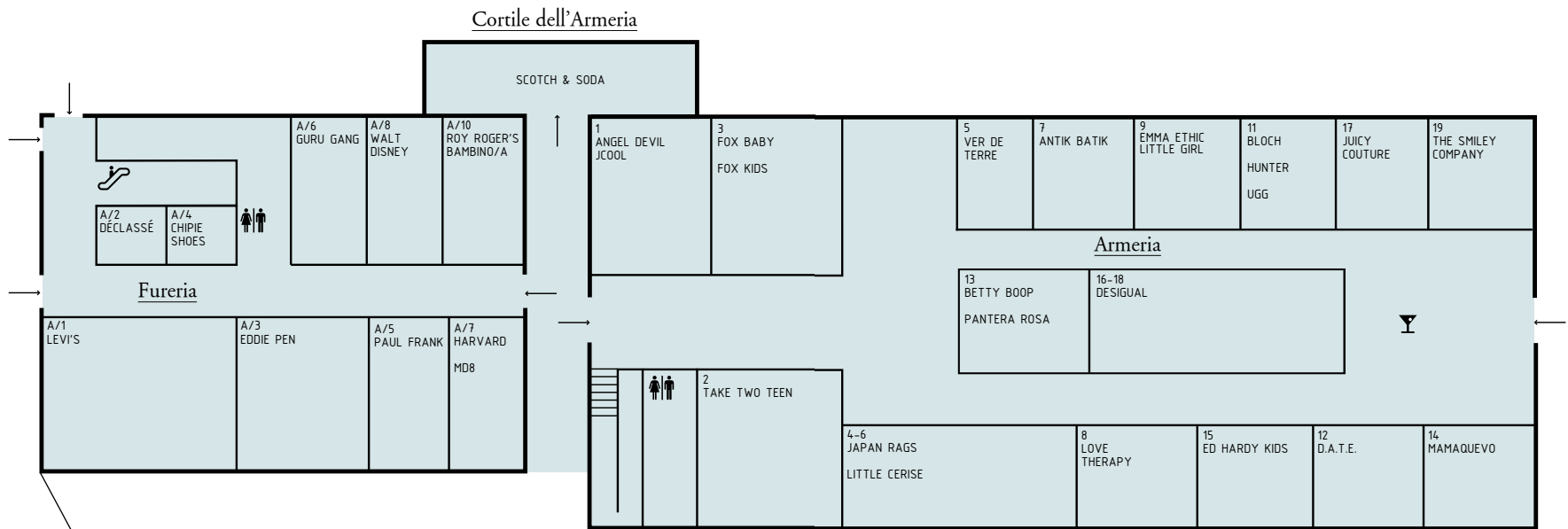
Ghiaia Spazi Esterni | n. 9

Cortile delle Ghiaia | n. 10

## Cortile delle Ghiaia



Superstreet  
Fureria | n. 11



Superstreet  
Armeria | n. 12  
Cortile dell'Armeria | n. 13

Superstreet  
Teatrino Lorenese | n. 14

