



CALENDAR OF THE EVENTS

Pitti Immagine Uomo 78 / Pitti W_Woman Precollection

15/18 June 2010 – Fortezza da Basso / Dogana – Firenze

The events bold printed are sole or joint Pitti Immagine events

MONDAY 14 JUNE 2010

| Time | | Address |
|----------------------|--|---|
| 1.00 pm | TOXIC TOY and Noi per Voi for Meyer O.N.L.U.S. present a T-shirt to support research Press conference | Sala Stampa Oriana Fallaci Palazzo Medici Riccardi Via dei Ginori 8 |
| 5.30 pm - 7.00 pm | Polimoda Fashion Week Toast (by invitation only) | Luisa Via Roma Via Roma 19/21r |
| 7.30 pm | MONDADORI invites to NEXT MOVIES La moda è come un film – Fashion is like a movie Dinner party (by invitation only) | Stazione Leopolda Viale F.lli Rosselli 5 |

CITY EVENTS

| | | |
|---------------|--|---------------|
| From 10.30 am | SISLEY presents ART IN STORE Performance live of illustrators Julio Dolbeth and Rui Vitorino Santos | Via Roma 11 r |
|---------------|--|---------------|

| | | |
|----------------------|--|--------------------------------------|
| 5.30 pm - 7.30 pm | Patrizia Pepe presents PRECIOUS WASTE A project by Ronaldo Fiesoli featuring an installation by Arabeschi di Latte Opening (by invitation only) | Via Gobetti 7/9 Capalle - Firenze |
| 10.00 pm | BILLABONG Stretch Your Summer Tour Party With the participation of Dave Rasta Rastovich (by invitation only) | Arno Beaches Piazza Poggi |
| 11.00 pm | mod-E-motion Performance by students of Fashion Culture and Design Degree Course | Piazza del Porcellino |

TUESDAY 15 JUNE 2010

| Time | | Address |
|-----------------------|--|--|
| 9.30 am | ARFANGO Breakfast at JK Place | Piazza Santa Maria Novella 7 |
| 10.00 am - 5.00 pm | FRATELLI ROSSELLI presents Firma collection preview Reserved to the windows of the fashion top boutiques | Main Pavillon Lower floor H/1-3 |
| 10.30 am | PITTI IMMAGINE UOMO 78 Opening and awarding of the Pitti Immagine Uomo prize In the presence of the vice president for Industrial relations, social affairs and welfare of Confindustria, Alberto Bombassei and the president of Sistema Moda Italia, Michele Tronconi (by invitation only) | Taste Lounge @ Pitti Uomo Main Pavillon Lower Floor |
| 12.00 pm | BREMBO presents Brembo Life Jacket the first airbag jackets collection with an extraordinary performance. A Stuntman riding a motobike will show how this Life Jacket make: the collection unique in the international market. The Life Jacket is extremely safe and protective in case of accident. | Piazzale della Ghiaia |
| 12.30 pm - 1.30 pm | TOMASONI TOPSAIL SpA The Sailor Project Cocktail by North Sails and European Design Institute of Barcelona | Area Monumentale Terrazza della Sala della Scherma |
| 12.30 pm - 4.00 pm | BLAUER Special guests: Daniela Battaglia, Rossano Rubicondi, Claudia Galante Cecilia Capriotti | Sport & sport Cavaniglia A/12-14 B/3-5 |
| From 2.00 pm | TOXIC TOY creates <i>Fashion Confessions</i> La Sterpaia directed by Rocco Toscani will take photos of people attending | My Factory Cortile del Lyceum |
| 2.00 pm - 4.00 pm | LE DUKE OF ST JAMES Special guests: TRIO MEDUSA | Upper Casual Sala Alfa, Stand 18 |
| 2.00 pm - 5.00 pm | PIOMBO Presentation | Giardino del Glicine |
| 2.30 pm - 3.30 pm | ALEXANDER presents <i>Le Mondiali</i> . Champions shoes! With the participation of Antonio Cabrini | Main Pavillon Lower floor D9 |
| 2.30 pm - 4.00 pm | BPD Special guests: Jimmy and Tania Ghione | Arena Strozzi Stand B/5 |

| | | |
|------------------------------|---|--|
| From 3.00 pm | KICKERS Crushed Ice Party | Urban Panorama Sala della Guardia |
| From 3.00 pm | BREMA MENICETTI Special guest: Marc Coma | Magazzini Teatro Stand 2-4 |
| 3.00 pm - 4.30 pm | CARLO PIGNATELLI OUTSIDE Press Presentation | Padiglione Centrale Lower Floor A/9-10 B/19 |
| 3.30 pm | RE-HASH in cooperation with Fazi Editore presents the book <i>Brace</i> by Attilio Caselli Presented by Olga Mugnaini | Main Pavillon Lower floor, Stand P7 |
| From 3.30 pm | FRED MELLO Special Guest: Elisabetta Gregoracci | Armeria First Floor stand B1 |
| 3.30 pm - 6.00 pm | ALPHA DELTA PHI presents Pizzico Records dj set Brunito Happy hour | Arena Strozzi Stand B/10 |
| 4.00 pm | BREMBO presents Brembo Life Jacket the first airbag jackets collection with an extraordinary performance. A Stuntman riding a motobike will show how this Life Jacket makes the collection unique in the international market. The Life Jacket is extremely safe and protective in case of accident. | Piazzale della Ghiaia |
| From 4.00 pm | BARBISIO collection S/S 2011-12 presentation At the presence of Maurizio Romiti, Giorgio Borrione and Antonella Mansi, President of Confindustria Toscana | Main Pavillon Piano Attico G/4 – H/2 |
| From 4.30 pm | GURU invites to Dj set with projections of the National Geographic archive in cooperation with Sky channel Nat Geo Music | Cortile dell'Arsenale |
| 5.00 pm – 7.30 pm | Eredi Chiarini – RE HASH Cocktail in the flowered terrace (by invitation only) | Via Roma 16-18 r |
| 5.00 pm - 9.00 pm | Emotional Event for C.P.COMPANY In cooperation with L'Uomo Vogue and with a performance of the guitarist Maurizio Solieri and his band Special Guest: Christian De Sica | Area Monumentale Sala Ottagonale |
| 6.00 pm | A.N.G.E.L.O. VINTAGE CLOTHING STORE Aperitif *Dj set Grand Opening (admission free) | Via dei Cimatori 25 r corner Via dei Calzaiuoli |
| 6.00 pm - 8.00 pm | BE DIFFERENT Après moi le Deluge the new collection S/S 2011 with a presentation of six famous works by David LaChapelle Opening Cocktail (by invitation only) | Galleria Poggiali e Forconi Via Benedetta 3 r |
| 6.00 pm - 10.00 pm | SUNDEK by Neil Barrett Presentation (by invitation only) | Loft E' Piazza del Carmine |
| 6.30 pm | Eredi Chiarini – SIMIGLIA Cocktail (by invitation only) | In a specially made structure in Via Roma |

| | | |
|-----------------------|---|---|
| From 6.30 pm | LE COQ SPORTIF <i>Hai voluto la bicicletta</i> -Riding through images Opening of a photographic exhibition taken from the Alinari's collections about the world of cycling (by invitation only) | MNAF Ex Leopoldine Piazza Santa Maria Novella |
| 6.30 pm - 8.30 pm | MARINA MILITARE ITALIANA (ITALIAN NAVY) The Italian Navy Band parade in the historic center | From Piazza Strozzi to Piazza della Repubblica, passing through Piazzc del Mercato Nuovo, via Roma, Piazza Strozzi |
| 6.30 pm - 8.00 pm | BORELLI NAPOLI Launching of 57, the new fragrance of the brand Luxury Vintage (by invitation only) | Milord Piazza Strozzi |
| 6.30 pm - 9.00 pm | ROY ROGER'S Cocktail YES, Mr. President (by invitation only) | Luisa Via Roma Via Roma 19/21r |
| From 7.00 pm | FIRENZE MADE IN TUSCANY MAGAZINE n.15 with Faliero Sarti Cocktail party (by invitation only) | Riva Lofts Via Baccio Bandinelli 98 |
| 7.30 pm - 9.30 pm | HARRY'S OF LONDON launch of the Bespoke Downing Loafer Aperitif (by invitation only) | Sky Lounge Continentale Vicolo dell'Oro 4 |
| 8.30 pm | BRUNELLO CUCINELLI Dinner (by invitation) | Villa Le Corti San Casciano Val di Pesa |
| 9.00 pm | EVERLAST Dinner (by invitation only) | Palazzo Strozzi |
| 10.00 pm - 3.00 am | NIGHT GEO SESSIONS Project in cooperation with the Ministry of Culture (by invitation only) | Palazzo Pitti |
| From 10.00 pm | FIRETRAP Reset! Milan crew Dj set | Colle Bereto Cafè Piazza Strozzi |
| 00.00 pm - 2.47 am | ROLLING STONE and Volta kindly invete you to a party with live bands and dj set (by invitation only) | Rooms Club Via della Fornace 9 |

CITY EVENTS

| | | |
|-----------------------|--|--|
| From 10.30 am | SISLEY presents ART IN STORE Performance live of illustrators Julio Dolbeth and Rui Vitorino Santos | Via Roma 11 r |
| 1.00 pm - 2.30 pm | Doni & Associati present CAPSULE 2010 - Art for Nomads | Via Guelfa 85 Info and reservation 055 268023 |
| 7.00 pm – 10.00 pm | Tasting, light lunch and light dinner from 7.30 pm | |
| 2.00 pm - 6.00 pm | RIFLE RED EXPO in collaboration with ALU Display Fall/Winter Collections 2010/11 | Hotel Rosso 23 Piazza Santa Maria Novella 23 r |
| 5.00 pm | mod-E-motion exhibition | Facoltà di Lettere e Filosofia Via degli Alfani |
| 6.00 pm - 9.00 pm | SISLEY presents ART IN STORE By Julio Dolbeth and Rui Vitorino Santos Cocktail party | Via Roma 11 r |

| | | |
|-----------------------|---|--|
| 6.30 pm - 7.30 pm | RIFLE RED EXPO BACKSTAGE Rifle S/S 2011 Backstage fitting testimonial Marco Simoncelli, photographer Nicola Carignani Dj Federico Grazzini (by invitation only) | Hotel Rosso 23 Piazza Santa Maria Novella 23 r |
| 7.00 pm - 11.00 pm | Società Anonyme presents FREITAG REFERENCE LINE_ Yellow Limited Edition A project designed and produced by Arabeschi di Latte Launch party (by invitation only) | Clothing concept store +22 to 22 shared Platform design/art/gallery Via Niccolini 3/f corner Via della Mattonaia 22 |
| 8.00 pm | MAISON CLOCHARD Bad Love Experience – live concert | Piazza della Passera |

WEDNESDAY 16 JUNE 2010

| Time | | Address |
|--------------------------|--|--|
| 9.00 am - 6.00 pm | BREMA MENICHETTI Special guest: Marc Coma | Magazzini Teatro Stand 2-4 |
| 10.00 am | WHO'S ON NEXT? Proclamation of the winner Finalists: AI CAMO DEAD MEAT FQR MAURIZIO MIRI OZONA PIERRE-LOUIS MASCIA YUJI MIURA | Palazzo dei Congressi Giardino della Limonaia |
| 10.30 am | RE-HASH in collaboration with Fazi Editori presents the book <i>Lato B</i> by Alessandra Faiella Presented by Olga Mugnaini | Main Pavillon Lower floor, Stand P7 |
| 11.00 am | BEAR –Roger Hind's shaping show Press conference | Cortile dell' Arsenale |
| 11.00 am and 12.00 pm | LOUNGE FASHION ILLUSTRATED Fabio Bacci, Founder, FLB Consulting is available for a debate on 'Licensing Today: Peculiarities, Opportunities and Risks' | Main Pavillon Lower floor, Salone M |
| From 11.00 am | CARREL easy cocktail Presentation of the accent line Special guest: Gerry Scotti | Main Pavillon Ground floor H/5 – I/2 |
| 11.30 pm | MAGNUM Photos & FRED PERRY Press conference of STORM Paolo Pellegrin At the presence of Paolo Pellegrin/Motel Connection (by invitation only) | Pitti Immagine Via Faenza 111 |
| 11.30 am | WGSN Trend seminar (by invitation only) | Sala Riunioni 1° piano Area Monumentali |
| 11.30 am - 4.00 pm | SIVIGLIA New Links: presentation of S/S 2011 collection Prêt-à-download goes through the QR CODE Lunch (by invitation only) | Padiglione Centrale Lower floor Stand P/2 Q/1 |

| | | |
|-----------------------|--|--|
| 12.00 pm | LOUNGE FASHION ILLUSTRATED Valentina Caviglia (Apollinaire, Geneve) will be available for a meeting on the theme <i>Made in Italy</i> and the brand promotion: strategies and market communication instrument | Main Pavillon Lower floor Salone M |
| 12.00 pm - 1.00 pm | AERONAUTICA MILITARE (AIR FORCE) Special guest: Roberto Ciufoli | Cavaniglia Stand B-22/24 |
| 12.00 pm - 2.00 pm | MASON'S presents <i>The King of Wash</i> Presentation of S/S 2011 collection | Cortile dell'Arsenale |
| 12.30 pm | STAR CHIC cocktail Special guests: Simona Ventura, Elena Santarelli, Cristina Del Pin and Chiara Tortorella | Pitti_W Via Valfonda, 25 Stand 72/74 |
| 1.00 pm | ZU ELEMENTS Catwalk | Cortile dell'Armeria |
| 1.00 pm - 3.00 pm | AERONAUTICA MILITARE (AIR FORCE) Special guest: Roberto Ciufoli | Cavaniglia Stand B-22/24 |
| 2.00 pm | VERYSIMPLE To be showing the video Boom Boom of Mitch & Squalo ... A rap message for Pitti ... | Sala della Guardia Stand 9 |
| 2.00 pm - 4.30 pm | BLAUER Special guest: Andrea Baccan alias Pucci | Sport & Sport Cavaniglia A/12-14 B/3-5 |
| 2.30 pm - 4.30 pm | ZANELLATO presents La LINEA POSTINA ® | Futuro Maschile Sala delle Nazioni Stand 18 |
| 3.00 pm | WGSN Trend seminar (by invitation only) | Sala Riunioni 1st Floor Area Monumentali |
| From 3.00 pm | FRED MELLO Special Guest: Luca Toni | Amermeria First Floor stand B1 |
| 3.00 pm - 5.00 pm | DIMITRICHCHRIS Pink cocktail | Padiglione della Ghiaia Stand 16 |
| From 3.00 pm | BULK™ presents the last party S/S 2010 Don't be afraid, listen and drink all inclusive | My Factory Cortile del Lyceum |
| 3.30 pm - 6.00 pm | ALPHA DELTA PHI presents Pizzico Records dj set Nic2birilli Happy hour | Arena Strozzi Stand B/10 |
| 4.00 pm - 5.00 pm | Drink'n Roll ROLLING STONE opens Baladin Presentation of Rolling Stone beer produced by Baladin | MY FACTORY Cortile del Lyceum |
| 4.30 pm | G-STAR RAW Cocktail (by invitation only) | Cortile dei Medici |
| 5.00 pm - 7.30 pm | Eredi Chiarini – RE HASH Cocktail in the flowered terrace (by invitation only) | Via Roma 16-18 r |
| 5.30 pm - 7.30 pm | L'UOMO VOGUE Cocktail and Dj set | Padiglione Centrale Piano attico - Terrazza |

| | | |
|-----------------------|---|--|
| 6.00 pm - 9.00 pm | British GQ Cocktail Party (by invitation only) | Hotel Gallery Art Vicolo dell'Oro 5 |
| From 6.00 pm | VINTAGE 55 Cocktail (by invitation only) | Gerald Loft Via de'Boni 5 |
| 6.00 pm - 10.00 pm | SERGE BLANCO Firms the first rugby match played on the Arno banks Cocktail buffet (by invitation only) | Società Canottieri Lungarno Anna Maria Luisa de Medici 8 |
| 6.30 pm | PHARD Catwalk (by invitation only) | Istituto degli Innocenti Piazza SS Annunziata |
| From 6.30 pm | GILLI opens his flagship store Cocktail party (by invitation only) | Via Tosinghi 33 |
| 6.30 pm - 9.30 pm | TATEOSSIAN 1990-2010 20 years of innovation in jewellery design Cocktail party (by invitation only) | Four Seasons Hotel Borgo Pinti 99 |
| 6.30 pm - 10.00 pm | BASSOTTI INSIDE: A site-specific performance of Luisaviaroma created by Felice Limosani for the launch of the woman collection ARMONT&BLAINE Cocktail (by invitation only) | Luisa Via Roma Via Roma 19/21 r |
| 7.00 pm | DOCKERS True Character Fashion Show Spring/Summer 11 (by invitation only) | Stazione Leopolda Alcatraz V.le Fratelli Rosselli 5 |
| From 7.00 pm | KOON HOMME Aperitif party | DESII Via B.go San Lorenzo 4/6 r |
| From 7.00 pm | Tiger of Sweden & CAMO F/W 2010/11 Aperitif & Preview Circus | New Store Via San Gallo 95 r |
| 7.00 pm | MESTIERI D'ARTE The new magazine dedicated to the excellence of the know-how Presentation of the first issue (by invitation only) | Boutique Stefano Ricci Via de'Pescioni 1 |
| 7.30 pm - 11.30 pm | KEEP WILD S/S 2011 Wild Cocktail Party | Garage Europa Borgo Ognissanti 96 |
| 8.30 pm | Fondazione Pitti Discovery presents HAIDER ACKERMANN A Carte Blanche named OPIUM – Wardrobe for Men... & Women Special guest of Pitti W n.6 (by invitation only) | Palazzo Corsini Lungarno Corsini 10 |
| From 9.30 pm | MAGNUM PHOTOS in collaboration with FRED PERRY and GQ media partner presents STORM/ Paolo Pellegrini Evening (by invitation only) | Le Pagliere Viale Machiavelli |
| From 10.30 pm | PHONZ SAYS BLACK™ Shows Freeks Geaks & Party Animal Live Band Francis & Francis Ipnotic Rockability From 11.00 pm Dj set secret special guest | Twentyone Via dei Cimatori 13 |
| From 11.00 pm | 48° L'ALTRO UOMO PARTY since 1987 | Villa Castelletti |

special Guest live djset
Roger Taylor Duran Duran
Special appearance Mauro Galligari
Elegant attire (by invitation only)

Via Castelletti 5
Signa

CITY EVENTS

| | | |
|-----------------------|--|---|
| 9.00 am - 8.00 pm | GEOX Man and Woman S/S 2011 Collection preview | Limonaia di Palazzo Corsini Via della Scala 115 |
| 1.00 pm - 2.30 pm | Doni & Associati present CAPSULE 2010 - Art for Nomads | Via Guelfa 85 Info and reservation 055 268023 |
| 7.00 pm - 10.00 pm | Tasting, light lunch and light dinner from 7.30 pm | |
| 2.00 pm - 8.00 pm | RIFLE RED EXPO in collaboration with ALU Display of Fall/Winter 2010/11 collection | Hotel Rosso 23 Piazza Santa Maria Novella 23 r |
| 4.30 pm - 8.00 pm | Ottica Fontani invites to celebrate "i mitici Ray Ban" Live Music Rock cocktail party (by invitation only) | Viale Strozzi 22 a/b/c |
| From 6.00 pm | DIVE GLAMOUR E MODA pictures and '50-'60 vintage dresses In collaboration with AnnaMode Costumes Opening exhibition (by invitation only) | Aria Art Gallery e European School of Economics Borgio SS Apostoli 40 |
| 6.30 pm | TEMPI OSCENI Photografic finissage exhibition and video installations | FSM Gallery Via San Zanobi 193 |
| 6.00 pm - 0.00 pm | NZA NEW ZELAND AUCKLAND S/S 2011 Press-launch NZA (for clients only) | Colle Bereto Cafè Piazza Strozzi 5r |
| 6.30 pm | EREDI CHIARINI – JACOB COHEN Cocktail (by invitation only) | In the structure specially made in Via Roma |

THURSDAY 17 JUNE 2010

| Time | | Address |
|-----------------------|--|--|
| 11.00 am | LOUNGE FASHION ILLUSTRATED Norbert Klauser (Modenagentur Klauser, Munchen) (Apollinaire, Geneve) will be available for a meeting on the theme <i>Made in Ital</i> and the brand promotion: strategies and international market communication instrument | Main Pavillon Lower floor Salone M |
| From 11.30 am | HARMONT & BLAINE Fashion Blogger <i>Live Session</i> Scott Schumann, Susanna Lau, Chiara Ferragni, Hanneli Mustaparta, Jessica Weiss, Veronica Ferraro, Steve Salter, Celine, Ugo Parodi Giusino and Serrano Ortiz | Padiglione Centrale Piano Terra H2-H4 |
| 12.00 pm - 1.30 pm | FASHION ILLUSTRATED Made in Italy and Brand Value: Strategies and Communication Tools for the International Markets Round table | Sala Riunioni Area Monumentale |
| 12.00 pm - 2.00 pm | ALFIE BOBO sell tape; f***ing musically integrated leather jackets Sounds of Post Punk, Brit Pop, Garage, Shoegaze, Indie, Disco Savana | Cortile del Lyceum |
| 2.00 pm | VERYSIMPLE | Sala della Guardia |

| | | |
|----------------------|---|--|
| | To be showing the video Boom Boom of Mitch & Squalo ... A rap message for Pitti ... | Stand 9 |
| 5.00 pm - 7.30 pm | Eredi Chiarini – CRUCIANI Cocktail in the flowered terrace (by invitation only) | Via Roma 16-18 r |
| 5.30 pm - 7.30 pm | BANCI GIOIELLI with the participation of PERIDOT LONDON Presents Il Cielo per una Stella Video & Fashion Show (by invitation only) | Teatro del Rondò di Bacco Piazza Pitti |
| From 6.30 pm | Eredi Chiarini - PANTOFOLA D'ORO in partnership with MONSIEUR Cocktail (by invitation only) | In a specially made structure in Via Roma |
| 6.30 pm - 9.00 pm | Happy Hour, Happy DAKS! DAKS and Sabatini present Woman collection preview F/W 2010-11 Cocktail party (by invitation only) | Via della Vigna Nuova 79 r |
| 6.30 pm - 9.30 pm | ROY ROGER'S RR60 Cocktail (by invitation only) | Colle Bereto Piazza Strozzi |
| 6.30 pm | Osservatorio Arti Contemporanee Ente Cassa di Risparmio di Firenze and Fondazione Pitti Discovery present ANDREA ZITTEL BETWEEN ART AND LIFE Opening exhibition (by invitation only) | Palazzo Pitti Galleria del Costume Piazza Pitti |
| 8.00 pm | JIL SANDER 2011 S/S MENSWEAR COLLECTION Garden party to follow (by invitation only) | |

CITY EVENTS

| | | |
|-----------------------|--|---|
| Until 10.00 pm | VIA DEI FOSSI extraordinary opening of shops and art galleries | Via dei Fossi |
| 6.00 pm | POLIMODA FASHION WEEK – Does fashion contribute to create identity? Paola Pizza: Fashion social psychology Book presentation | Libreria Feltrinelli Via de' Cerretani 30/32 |
| 6.00 pm – 9.00 pm | FOR GALLERY presents David Kassmann Solo Show Opening exhibition (by invitation only) | Via dei Fossi 45 r |
| 6.00 pm | From design to fashion Man and Woman collection presentatio by Patricia Al'Kary | Via Santo Spirito 46 r |
| From 6.00 pm | Toufe de Poile Capsule Collection presentation Aperitif and dj set at presence of the stylists | Boutique Nadine Lungarno Acciaiuoli 22 r |
| From 6.30 pm | Lo Spirito della Rive Gauche Fashion Exhibitions Music along the road | Via Santo Spirito |
| 6.30 pm – 10.00 pm | FLAIR Alessandra and Franco Mariotti invite to visit the new space (by invitation only) | Piazza Goldoni 6r |

| | | |
|----------------------|---|---|
| 7.00 pm - 9.00 pm | SPEND IN Magazine invites at SPANISH FASHION PARTY And presents the last issue (by invitation only) | JK Place Piazza S. Maria Novella 7 |
| 11.00 pm | GUESS in cooperation with FIRENZE MEGAZINE Fashion show party (by invitation only) | Stazione Leopolda V.le Fratelli Rosselli 5 |

FRIDAY 18 JUNE 2010

| Time | | Address |
|----------------------|--|---------------------------------------|
| 11.00 am | AMERICANINO Special Guest: Fabrizio Corona | Armeria Lower floor stand A3 |
| 12.00 pm | LOUNGE FASHION ILLUSTRATED Beppe Angiolini (Sugar Arezzo) will be available for a meeting on the theme <i>Made in Italy</i> and the brand promotion: strategies and market communication instrument | Main Pavillon Lower floor Salone M |
| 5.00 pm - 7.30 pm | Eredi Chiarini – CRUCIANI Cocktail in the flowered terrace (by invitation only) | Via Roma 16-18 r |

FROM TUESDAY 15 UNTIL THURSDAY 17 2010

| Time | | Address |
|-----------------------|---|---|
| 9.00 am - 6.00 pm | BEAR presents ROGER HINDS the living legend of surfing, he will perform in his favorite art: shape a perfect surf for you! | Cortile dell' Arsenale |
| 10.30 am - 7.30 pm | BROOKS BROTHERS For the first time in Italy the famous Brooks Brothers red label botton down shirts | Museo dell' Officina Profumo Farmaceutica di Santa Maria Novella Via della Scala 16 |
| From 4.30 pm | GURU invites at Dj set with projections of the National Geographic archives in cooperation with Sky Nat Geo Music channel | Cortile dell' Arsenale Stand 2 |
| 6.00pm - 9.00 pm | A.N.G.E.L.O. VINTAGE CLOTHING STORE presents Happy Kilo vs Happy Hour 4 Florence (Free admission) | Via dei Cimatori 25r angolo Via dei Calzaoui |

CITY EVENTS

| | | |
|-----------------------|--|--|
| 11.00 am - 5.00 pm | MAISON CLOCHARD à la recherche de la maison Presents 10 itinerant installations | In the most strategic places of downtown Florence |
|-----------------------|--|--|

FROM TUESDAY 15 UNTIL FRIDAY 18 JUNE 2010

| Time | | Address |
|---------------------|---|---|
| 9.00 am- 6.00 pm | ALLEGRI presents the exhibition THE ARCHITECTS OF FABRICS Curated by Giovanni Gastel | Main Pavillon Ground floor K/1-7 L/1-4 |

| | | |
|-----------------------|--|--|
| From 3.00 pm | KICKERS Crushed Ice Party | Urban Panorama Sala della Guardia Stand 19 |
| 10.00 am - 7.30 pm | Installations by Felice Limosani NEO lighting art dedicated to Gianfranco Ferre FUCILI A PIUMINI in store, Nordkapp BASSOTTI INSIDE in store, HARMONT&BLAINE | Luisa Via Roma Via Roma 19/21r |
| | WBS - WORKSHOP designing sustainability Promoted by AND Progetto Sapere and the local government of Scandicci. A sustainable architecture for higher education in the fashion field. The workshop will be held by Martin Haas, Thomas Auer and Paulo Di Nardo. Supported by Fondazione Pitti Discovery Polimoda International Institute, School of Architecture in Florence | For information 389 4862544, 055 582401 www.and-architettura.it www.progettosapere.eu info@and-architettura.it |

CITY EVENTS

| | | |
|-----------------------|---|--|
| 10.00 am - 7.30 pm | APROSIO & CO. Presentation of Tess Blondel's scarfs and a toast every evenings | Via Santo Spirito 11 |
| 10.00 pm - 7.00 pm | mod-E-motion exhibition | Facoltà di Lettere e Filosofia Via degli Alfani |
| 10.00 am - 7.00 pm | 4NERO presents the collections Posh dog | Via Carlo Marsuppini 4 |
| | Eral 55 Presents photographic exhibition 5 of 100 | JK Place Piazza S.M. Novella 7 |

WEDNESDAY 16 AND THURSDAY 17 JUNE 2010

| Time | | Address |
|--|---|---|
| 10.00 am - 12.00 pm 3.00 pm - 5.00 pm | ALESSANDRO GHERARDI Gabriele Rossi, using Alessandro Gherardi's shirts as ceramic, will offer a tribute to the deceased artist Alberto Burri | Main Pavillon Lower floor Stand S9-T10 |
| 10.00 am - 8.00 pm | From 16 until 17, at Guardaroba Storico (via dei Malcontenti 10) , on stage MONTEDOMINI 2nd edition. The protagonists Will be: Ballantyne Cashmere, Andrea Brà for HTC, Flagged by Napapijri, Limonta, Pantofola d'Oro for 45Rpm and RRL. In addition an area dedicated to european cycling excellences, with brands as Brooks England, Colnago and De Marchi Sport. Concomitantly, in the evocative "Giardino d'inverno" the Institute Polimoda of Florence and the Fashion Design Degree Course luav in Venice will be presenting the work of students. | Guardaroba Storico Via dei Malcontenti 10 |
| 5.00 pm | CAD MODELLING presents Body-Scanfit @ : body scanning technology at the service of fashion | Showroom Cad Modelling Piazza Beccaria 6 Per accrediti 055 2476261 info@cadmodelling |

| EVERYDAY | | |
|----------------------|---|--|
| Time | | Address |
| 9.00 am - 6.00 pm | DESIGN WATCHING Design Watching will be the theme of this summer edition of Pitti Uomo: the world of fashion will be making a curious – and indiscreet – foray into the world of design through the ideas and visual-acoustic-verbal notes gathered by a platoon of “design watchers”, the spearhead of Pitti People, the international community of the Pitti Uomo buyers, journalists and opinion leaders,. They will choose, between tradition and contemporaneity, their preferred design object and will be coordinated by Cristina Morozzi. The settings, designed by Patricia Urquiola | Fortezza da Basso |
| 9.00 am - 6.00 pm | POP UP STORES Pop-Up Stores, special areas dedicated to lifestyle and accessories – from jewelry to footwear, from fragrances to pocket technologies – that combine artisan skills with contemporary styling. The settings, designed by Patricia Urquiola | Padiglione Centrale Piano Inferiore E Piano Attico |
| 9.00 am - 6.00 pm | TASTE LOUNGE @ Pitti Uomo The restaurant that will prepare food with the products of some of the best companies of Taste, the fair of differences in taste that Pitti organizes every March at the Stazione Leopolda. | Padiglione Centrale Piano inferiore |
| 9.00 am - 6.00 pm | ROLLING STONE ITALIA takes charge of the special addition of soundtracks of the new layout spaces of the Main Pavilion, 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. | Fortezza da Basso |
| 9.00 am - 6.00 pm | THE NEW LAYOUT of Patricia Urquiola the new layout concept of the Main Pavilion designed by Patricia Urquiola, which, this year, expands to the top floor, also involving and integrating the area of Classico Italia. Urquiola creates a sort of department stores, with a more open stand and a more creative dialogue between products. | Padiglione Centrale Piano Inferiore E Piano Attico |
| 9.00 am - 6.00 pm | THE CORNER.COM The renewed web-media partnerships in occasion of Pitti Uomo 78 and Pitti W 6. Thecorner.com will offer to visitors a special look at the guest designers of this edition: Jil Sander and Haider Ackermann, presenting exclusive content, video interviews and insights on their special events. | |
| 9.00 am - 6.00 pm | DESIGNER COLLECTION Area dedicated to a selected number of extremely fine collections that best interpret the feminine elegance concept. In this edition, special focus on excellence of Made in Italy. Set by Oliviero Baldini | Dogana Via Valfonda 25 |
| 9.00 am - 6.00 pm | MY FACTORY_ UP AND COMING STYLE The new exhibition project of Pitti Uomo, direct expression of contemporary sensibility born in the busy border territory between fashion, street styles, music, graphics and new media, and represent a new commercial segment linked to today's metropolitan culture. | |

| | | |
|----------------------|--|---|
| 9.00 am - 6.00 pm | NEW BEAT(S) Special area reserved to new entries, new talents previews. The layout which integrates with My Factory project is set by Oliviero Baldini. | Fortezza da Basso Lyceum |
| 9.00 am - 6.00 pm | The <i>"Vintage for Pitti W"</i> area produced in cooperation with A.N.G.E.L.O. Vintage Palace and dedicated to...vintage, of course, will be returning! A special setting will host a selection of some of the best from this unique world who will be showing their exclusive collections of vintage couture, accessories, jewels, signature trunks and scarves. | Dogana Via Valfonda 25 |
| 9.00 am - 6.00 pm | <i>Fragranze</i> will broaden its horizons, with the latest developments from the world of international artistic and selective perfumery - important lifestyle components of the contemporary woman's wardrobe | Dogana Via Valfonda 25 |
| 9.00 am - 6.00 pm | A new lounge area at the entrance to Pitti W designed by Kartell The entrance to Pitti W will be enlivened by a new lounge area designed by Kartell in cooperation with designer Oliviero Baldini. A special layout project will feature a gazebo created from a sail made of over 1,000 t-shirts in-non-woven fabric, furnished with some of the company's famous chairs. | Dogana Via Valfonda 25 |
| 9.00 am - 6.00 pm | HAPPY KILO , a collaboration between Stazione Leopolda and A.N.G.E.L.O.: a funny temporary store, with a set of specially selected vintage items that will be sold and bought by weight | Giardino Palazzo dei Congressi |
| 9.00 am - 7.00 pm | Sala Bianca Firenze Promoted by Confesercenti and supported by Florence provincial council and Banca CR Firenze, gives voice to small and medium-sized quality enterprises connected with the territory | Palazzo Medici Riccardi Corridoio Mediceo Sala Stampa Oriana Fallaci Via Cavour 5 |

TO BE SEEN ...

| From... to... | Exhibition | Place |
|---------------------|--|---|
| 18 June -16 July | ANDREA ZITTEL BETWEEN ART AND LIFE | Palazzo Pitti Gallerai del Costume Piazza Pitti |
| 12 June – 20 June | POLIMODA FASHION WEEK is back Meeting in Florence The city center shop windows, from via Tornabuoni to via Maggio will give hospitality to students ideas, projects and creations An open event | To consult the calendar www.polimoda.com |
| | 100 interpretations of well-known stylists works by modelling course students | Limonaia di Zenobi Giardino di Boboli |
| 6.00 pm – 8.00 pm | In/contri and Video/Incontri every evenings | Colle Bereto Piazza Strozzi |
| 17 June – 29 August | DIVE GLAMOUR E MODA pictures and '50-'60 vintage dresses Exhibition curated by Elisabetta Bruscolini and Gaia Casagrande Opening exhibition (by invitation only) | Aria Art Gallery e European School of Economics Borgio SS Apostoli 40 Tue-Thr 10.00 am -1.30 pm, 3.00 pm-8.00 pm Fri and Sat 10.30 am – 1.30 pm Sun 3.00 pm – 8.00 pm |
| Until 17 October | CARAVAGGIO AND THE MODERNITY Paintings by Fondazione Roberto Longhi Curated by Mina Gregori | Villa Bardini Costa S. Giorgio 2 Tue – Sun 10.00 am – 6.00 pm |

| | | |
|-------------------------------|---|---|
| | ANNIGONI "SEGRETO" | Villa Bardini Costa S. Giorgio 2 Tue – Sun 10.00 am – 6.00 pm |
| Until 15 July | MARIO FRANCESCONI TRAVEL 1960-2010 | Palazzo Medici Riccardi Via Cavour 3 10.00 am – 6.00 pm closed on Wednesday |
| Until 7 July | THE WEATHER IS CHANGING 50 WORKS BY YOUNG ARTISTS MADE IN FELT | Museo del tessuto Via Santa Chiara 24 – Prato Mon- Fri 10.00 am-6.00 pm Sat 10.00 am – 2.00 pm Sun 4.00 pm – 7.00 pm E. 6.00 |
| Until 31 March 2012 | FASHION BETWEEN ANALOGIES AND DISSONANCES | Palazzo Pitti Galleria del Costume Piazza Pitti 1 |
| Until 30 June 2010 | Crystals. The best minerals exhibition of the world | Museo di Storia Naturale La Specola Via Romana 17 9.30 am – 4.30 pm Mon I/IV closed E. 6.00 |
| From 23 June until 11 October | AN EUROPEAN GLORY Pietro da Cortona in Florence | Casa Buonarroti Via Ghibellina 70 9.30 am – 4.00 closed on Tue E. 6.50 |
| Until 19 June | GIULIANO GRITINI MARILYN the story of a myth Curated by Bruno Baglivo | Galleria del Palazzo – Coveri Lungarno Gucciardini 19 Tue – Sat 11.00 am – 1.00 pm 3.30 pm – 7.00 pm |
| Until 22 May | GIANNA SCOINO soft memory | Immaginaria Art Visive Gallery Via Guelfa 22 red Mon –Sat 9.30 am – 1.00 pm 3.30 pm – 8.00 pm Sun 4.00 pm – 8.00 pm |
| Until 1 November | VIRTU' D'AMORE Wedding painting of '400 Florentine | Galleria dell'Accademia Via Ricasoli 58-60 Tue-Sun 8.15 am – 6.50 pm E.10.00 |
| From 17 June until 30 August | FRANK LLOYD WRIGHT In Fiesole after 100 years | Museo Archeologico Via Portigiani 9 Fiesole |
| Until 4 July | La >COPERTA< Gucciardini Tristano Celebre enterprises restoration, handmade of the XIV Century | Museo di Palazzo Davanzati Via Porta Rossa 13 |
| Until 18 July | DE CHIRICO, MAX ERNST, MAGRITTE, BALTHUS Invisible glance | Palazzo Strozzi Piazza Strozzi 9.00 am – 8.00 pm Thr 9.00 am – 11.00 pm E. 10.00 |