

POLIMODA

Human Poetics: Polimoda fashion movie

February 24th, on the occasion of Milano Fashion Week Women's Collection

On the occasion of Milano Fashion Week Women's Collection 2021, Polimoda presents a fashion movie set in Florence, sharing the creative journey behind the collections of 20 young fashion designers and aiming towards a new Renaissance.

20 young designers at the end of an atypical year, 20 collections that express the complexity of the historical period and 20 iconic locations in a city that will once again become the heart of a new beginning—the start of a new Renaissance. These are the ingredients of Human Poetics, the first fashion movie ever made by Polimoda and the celebration of creative energy with a message of rebirth.

This is not a digital fashion show. It is a visual story that expresses the emotions of the students and all the materiality of the collections placed in space and time. Because we cannot meet in person, Polimoda chose a video format to share an experience and unite people from all over the world through the emotions and sensations that only fashion is able to convey.

Human Poetics will be presented during the Milano Fashion Week Women's Collection of Camera Nazionale della Moda Italiana, on February 24th at 6pm, and broadcast simultaneously on all Polimoda channels (YouTube, Facebook, Instagram, LinkedIn and the website www.polimoda.com). On Milanofashionweek.cameramoda.it, the Italian Education Hub section of the website will offer the possibility to discover all of the looks from the collections as well as the young designers.

Each collection is the result of a Fashion Design journey guided by Polimoda's new director Massimiliano Giornetti. Students Ginevra Allegri, Alice Baggio, Ilaria Bellomo, Robert Fioschi, Lucia Garofalo, Emma Gini, Benedetta Mandoli, Francesca Monaci, Thomas McGovern, Gianluca Padula, Serena Schettino and Francesca Zangrillo are from Italy, Nicolas Bollinger is from France, Carmen Luengo is from Spain, Yi Ding and Yixuan Zhang are from China, Diana Oscós is from Mexico, Karel Martinez is from Peru and last but not least, Zhanna Diakonenko and Polina Popova are from Russia.

Each collection is presented in a different location. The iconic and lesser-known spots share an unedited yet contemporary version of Florence. Spaces of culture and city life—many of them closed to the public or subject to restrictions related to the ongoing health emergency—are immortalized in the Polimoda movie. Places of culture such as Biblioteca Nazionale Centrale di Firenze, Museo Stibbert, Museo Marino Marini Firenze, Galleria Romanelli and Centro per l'arte contemporanea Luigi Pecci di Prato can be seen in the background. City architecture icons like Palazzo Borghese and Palazzo della Borsa (sede della Camera di Commercio) as well as special Florentine event spaces such as the Cavea del Teatro del Maggio Musicale Fiorentino, Ippodromo del Visarno, Sferisterio delle Cascine, Teatro Cantiere Florida and the Cinema Odeon Firenze are also featured. Outdoor spaces like Giardino Corsi and Serre Torrigiani are highlighted as well as metropolitan and unconventional elements such as the Istituto Militare di Scienze Militari Aeronautiche, Manifattura Tabacchi, Mercafir – Il Mercato Agroalimentare a Firenze, International Garage, the pedestrian walkway of the Ponte all'indiano and the historical Florentine excellence of Officina Profumo-Farmaceutica Santa Maria Novella.

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