

## FASHION AT IUAV 2016

Venice, June 30<sup>th</sup> – July 1<sup>st</sup>

On June 30<sup>th</sup> and July 1<sup>st</sup>, **FASHION AT IUAV** will take place in Venice, in the spaces of Iuav University of Venice (Tolentini and Area Ex Magazzini Frigoriferi). Curated by the BA and MA programs in Fashion Design at Iuav, Fashion at Iuav celebrates the end of the academic year; the two days will serve as an occasion to reflect on the main themes defining contemporary Italian fashion and as the first and main stage for the presentation of the final collections designed by graduates of both BA and MA courses.

**FASHION AT IUAV** – included in the calendar of the celebrations for the 90 years of Iuav University of Venice (1926-2016) – will start on June 30<sup>th</sup> at 11 am, with the second edition of **L'ITALIA È DI MODA**, whose this year's subtitle is: **Game Changers**. The format is that of a constellation of events to give rhythm to the two days, which will conclude with a grand finale: the **GRADUATION SHOW**, the fashion show presenting the best collections of clothes and accessories designed by the graduating students of the Fashion Courses.

**L'ITALIA È DI MODA: Game Changers** is a project of Iuav University of Venice in collaboration with Rivista Studio. It is curated by Maria Luisa Frisa, director the Fashion Design and Multimedia Arts degree course, with Federico Sarica and Cristiano Segnanfreddo. **L'ITALIA È DI MODA will start on June 30<sup>th</sup> at 11 am, taking place mainly in the university space of Tolentini.** Among the participants of this second edition: the creative duo **M/M Paris**, composed of Mathias Augustyniak and Michael Amzalag, graphic designers and art directors recognised internationally for their major collaborations with Yohji Yamamoto, Jil Sander, Calvin Klein, Riccardo Tisci and Stella McCartney; fashion designers **Boboutic, Marios, Marvielab, Serienumerica, Sergio Zambon**; stylist **Rossana Passalacqua**; artist **Paolo Gonzato**; curator **Milovan Farronato**; journalists **Gianluca Cantaro, Marta Casadei, Sara Maino, Cristina Manfredi, Silvia Schirinzi**. And also **Riccardo Vannetti**, Tutorship Director at Pitti Immagine; **Sergio Tamborini**, CEO of Marzotto Group; **Andrea Montorio**, CEO of Promemoria.

For the occasion, the Iuav Library at Tolentini will host original displays dedicated to recent editorial projects: *Epiphany*, the book by **Gucci** and photographer Ari Marcopoulos; *The Art of Collaboration*, the book edited by Tomas Maier collecting thirteen years of advertising campaigns for **Bottega Veneta**; *Alla Carta* magazine, which gathers fashion, art, food, design; *Posi + tive* magazine, dedicated mainly to the narrative value of photography and reportage, always with an eye on style and fashion; *Monumental Minutiae*, the first book by **Marsèll**, with words by Angelo Flaccavento.

The grand finale will take place **at 8.30 pm, July 1<sup>st</sup>**, in the **Area ex Magazzini Frigoriferi** (San Basilio stop): the **GRADUATION SHOW** will present the best collections of clothes and accessories designed by graduates of the BA and the MA degree courses, coordinated by their tutors, designers **Veronika Allmayer-Beck, Paulo Melim Andersson, Arthur Arbesser, Michel Bergamo, Fabio Quaranta** and **Cristina Zamagni**.

For this year, fabrics for the the BA graduate collections were kindly provided by **Marzotto Lab** (Redaelli and Tessuti di Sondrio).

For the BA graduate accessories collections, fabrics were kindly provided by **Lorenzi**.

For the MA graduate collections, fabrics were kindly provided by **Bonotto**.

The **GRADUATION SHOW** will be streamed live on **NOT JUST A LABEL** and **Vogue.it**.

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