

MONDAY JUNE THE 18TH 2012
MUSEUMS AND MAN FASHION TOLD BY VIDEO-COLLECTIONS:

MONDADORI PUBBLICITÀ PRESENTS *MeMO*

Florentine Municipal Museums, open to the public free from June the 19th to the 21st, from 7 pm to 12 pm, become sets for videos by prestigious brands man's fashion

Florence, June the 18th – Today **Mondadori Pubblicità** presents **MeMO**, the event realized in cooperation with **Pitti Immagine** and the **City of Florence**, which brings together for the first time great Art Collections and Man's Fashion.

This event which will take place tonight in Palazzo Vecchio, will start to **Pitti Immagine Uomo 82** with a new project which illustrates the top articles by well-known brands, through the preview of video-collections filmed by 4 video-makers specialized in fashion: Paolo Zerbini, Alessio Bolzoni, Van Mossevelde+N and Gabriele Maggio.

MeMO involves **five Municipal Museums** – the Palazzo Vecchio Museum, the Chapel of the Spanish in Santa Maria Novella, the Salvatore Romano Foundation by the Cenacolo di Santo Spirito, the Stefano Bardini Museum and the Brancacci Chapel – all these have become sets for the realization of videos created ad hoc for fashion brands. Moreover, thanks to **MeMO**, the five Municipal Museums will be open free to the public from Tuesday, June the 19th to Thursday the 21st from 7 pm to 12 pm and it will be possible to see the above mentioned video-collections.

“MeMo interprets the Mondadori Pubblicità's desire to give as a gift, from the inside of Pitti Uomo an innovative point of view on man's fashion. Companies bring their image out of its usual context using new means of expression in a dynamic relationship with the city of Florence, its citizens and all insiders”, Angelo Sajeve, President and CEO of Mondadori Pubblicità, explains.

This initiative has allowed the participating companies- **Bagutta, Bramante, Colmar, Geospirit, Heritage, Mabrun, Ra Re, Yes Zee, Lori Blu** – to place their collections' top items in a unique and evocative scenery .

The show will open tonight at 7.30 pm, with the participation of the mayor Matteo Renzi, Angelo Sajeve, Stefano De Alessandri, general director of Periodici Italia Mondadori, and Pitti Immagine's top executives. Moreover, the directors of Mondadori magazines Giorgio Mulè (Panorama) and Emanuele Farneti (Icon) will be present as well.

MeMo is an event which has been realized thanks to the cooperation of Hannespre. Event sponsors:: Breil, Baxter, Ngm, Zoogami, Consorzio Vera Pelle.

During Pitti Uomo, in the very central Piazzale delle Ghiaie, inside the trade show area of Fortezza da Basso, **Mondadori Appointment** will take place: an area for meetings, dialogs and agreement between fashion and innovation, with events and appointments involving the Group magazines' directors and man's fashion major players.

Mondadori will also be in the heart of Fortezza da Basso during **Pitti Bimbo**, which will take place from June the 28th to the 30th 2012.