

Press release

**NEW APPOINTMENTS IN THE *PANORAMA* SYSTEM:
Michele Lupi takes charge of the magazine titles Icon and Flair
*Emanuela Fiorentino becomes deputy editor of the weekly edited by Giorgio Mulè***

Segrate, 9 July 2014 – New appointments have been announced today in the *Panorama* system: Michele Lupi will be the new editor of *Icon* and *Flair*, the fashion and lifestyle magazines that enhance the offer of the weekly *Panorama*, edited by Giorgio Mulè.

At the same time, Emanuela Fiorentino will take up the post of deputy editor of *Panorama*. Fiorentino will oversee *Link*, the new section dedicated to male lifestyle recently added to the newsmagazine.

Michele Lupi, 48, was born in Milan and in 1989, while still a student of architecture began working with a number of RCS titles pursuing his passion for racing cars and travel. In 1994 he was the New York correspondent for the monthlies *Dove* and *Gulliver*. From 1997 to 1999 he worked in television, first at RAI and then at MTV, where he was the author, among other things, of the programme *Kitchen*. In the autumn of 2003, with Carlo Antonelli, he put together the Italian edition of *Rolling Stone*, which he edited until July 2006, when he was appointed editor of *GQ Italia*, where he remained until January 2011. From March to May of that year, he was deputy editor of *Vanity Fair Italia*, before returning to the editor's chair at *Rolling Stone*.

In Mondadori Michele Lupi will take advantage of the collaboration of Sissy Vian, creative fashion director of *Flair*, and Andrea Tenerani, creative fashion director of *Icon*, who will provide additional support to Michele Lupi in product development del.

Emanuela Fiorentino, who was born in Cesano Maderno (MB), and after taking a degree in political science from the University of Bologna began her career in journalism at *il Messaggero*. She later joined the editorial staff of *Corriere Adriatico*, where she covered the courts and justice, before joining *Il Giornale*, as head of the Florence office. In 2000 she moved to *Panorama*, where she has covered roles of increasing responsibility, becoming head of the Rome office in 2009.

The *Panorama* System

With a range of initiatives that range across print media and the web, *Panorama* is at the centre of a system that involves all channels of communication, from tables and mobile, to events around the country.

The development of *Panorama* is proceeding also on the web with *Panorama.it*, which, thanks to its ability to provide immediate and detailed news coverage, in June recorded more than 4 million unique users (Source: ShinyStat). It also has a significant presence on all the main social networks: with over 110,000 fans on Facebook, while the total number of Twitter followers has doubled since 2013 to over 100,000.

Meanwhile the great success of the "Panorama d'Italia" tour continues, in which the weekly magazine goes in search of excellence around the country: after the summer break, the live&media experience will continue stopping of in Verona (10-13 September), Verbania (24-27 September), Brescia (8-11 October), Viterbo (22-25 October), Catania (5-8 November) before concluding in Salerno (19-22 November).