

GRAZIA
INTERNI**FASHION & DESIGN 2.0****FASHION AND DESIGN ON THE STREET WITH GRAZIA AND INTERNI
FROM 23 TO 26 SEPTEMBER 2010**

The Ottagono of the Galleria Vittorio Emanuele II and Piazza San Fedele will be animated by installations by international designers and architects and fashion performances

Milan, 22 September 2010

To coincide with the 2010 Women's Fashion Week, the City of Milan and the Mondadori Group, with its titles **Grazia** and **Interni**, are the promoters of an initiative entitled **Fashion & Design 2.0**.

The weekly magazine **Grazia**, a qualified interpreter of Italian fashion and style, has involved prestigious Italian brands and exploited the know how of its editorial staff to produce a series of innovative fashion performances at the centre of the Ottagono, and open to the whole city.

The monthly **Interni**, with its long and consolidated experience in the world of design, has selected **4 important and world famous designers and architects to produce 4 large installations** inspired by the themes and values of the world of fashion in order to illustrate the connection between the fashion system and the world of design.

The opening of Milan's Fashion Design House

A symbolic space in the centre of Milan, the Galleria, is transformed into a place of encounter and events dedicated to fashion, but also to design, in order to engage not only the media and fashion professionals who during the Fashion Week converge on Milan, but above all local citizens, during one of the most important periods of the year for Italian industry.

The event is organised in three distinct areas:

1. The design installations at the Galleria Vittorio Emanuele

Four designer/architects selected by Interni were asked to produce four installations, macro objects of great symbolic value, celebrating the cross-fertilization between fashion and design; in the creation of the installations, the designers have been inspired by the content of the world of fashion, with the possibility of working with the sorts of materials that are most identifiable with it.



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GRAZIA INTERNI

The four installations:

Air du temps,

by Antonio Citterio Patricia Viel and Partners with Moncler

Wooden Thread,

by Lissoni Associati with Gallo

Timeless Chic,

by Vudafieri Saverino Partners with Tod's

Apparition,

by Alberto Biagetti with yoox.com



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2. The Fashion Design House at the centre of the Ottagono

A stage and a large tiered stand built in the centre of the Ottagono, and enriched with highly suggestive design objects design, creating an original and modern backdrop to enliven every day the fashion performances; **Grazia** has organised 4 days of appointments during which more than **20 Italian fashion brands** will give life to the same number of fashion events created and organised exclusively with the magazine's fashion department. The tiered stand of the Fashion Design House makes it an authentic exhibition space: with the tiers and the terrace decorated by prestigious furniture and design companies, creating an original and very evocative backdrop.

3. Piazza San Fedele, animated by fashion and design

Piazza San Fedele will become an open-air exhibition space dedicated to the city, in which there will be a combination of moments dedicated to the world of fashion and contemporary design.