



MARCELLO PIPITONE

metropoli

presentation

Saturday **June 17**, 2023
from 10am to 6pm

on view and for sale

from Sunday **June 18** to Thursday **June 22**, 2023
from 11am to 7:30pm

Fondazione Sozzani

via Enrico Tazzoli 3, Milano

On the occasion of **Milano Fashion Week**, **Fondazione Sozzani** presents **Marcello Pipitone. Metropoli**, a tribute to the metropolitan city that gives name to a collection inspired by craftsmanship, and the street and sport worlds.

Marcello Pipitone interprets and represents the city of **Milan** through the symbols of its territory. Details of the subway, manhole covers, gates, and railings are decomposed and recomposed into materials that become the imagery of his collection whose main themes are street art and sports.

The collection, which also features unique sartorial products derived from recycled garments and fabrics, is set up in an artistic context with the works of street artists **Giacomo Feltrinelli** and **Jacopo Cardirolo**, inspired by the street and made of recovered materials as well. In addition, the installation of visual artist **Simone Campagna** explores the metropolis, the concept of identity and the coexistence of new technologies.

A selection of garments is also available for sale.

Marcello Pipitone's brand was born in **Bonola**, a district of Milan. In 2018 he created a bag for which will be exhibited at the Ferragamo museum. In 2019 he created his first collection in collaboration with the Detox Consortium and WWF thanks to the support of Vogue Talent and IED, presenting the collection at Pitti 2019 and at the Milan fashion graduate 2019. He finishes university and in the first months of 2020 during the pandemic he starts creating trousers with recycled fabrics for private customers. In 2021 he exhibited his work at the Pistoletto foundation in collaboration with the most renowned companies in the Italian textile supply chain such as Cerruti, Albini, Tintoria Emiliana, Filatura Astro, Tessuti Di Sondrio, Taroni, Milior, Eurojersey. Thanks to this experience, he began to collaborate between 2022 and 2023 with Tintoria Emiliana to experiment and learn printing and dyeing techniques. Also in 2023, he creates his collection of unique football shirts in collaboration with Drip Italia, the first rental platform in Europe.

Fondazione Sozzani was established in 2016 by Carla Sozzani and is dedicated to the promotion of culture through photography, fashion, the fine arts, and applied arts. The Foundation has assumed the patronage of Galleria Carla Sozzani and continues all relevant public functions that the Gallery has supported since 1990. Since 2021 Sara Sozzani Maino has curated and coordinated projects dedicated to education, responsibility, and the next generation of creatives.

Thanks to

**CANTINA
PUIATTI**

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