

FEDERICO CINA

FEDERICOCINA FALL / WINTER 25-26

"ASSUNTA e GIACOMO"

Nostalgia is a powerful emotion, capable of transcending time and evoking our most intimate memories. Remembering a loved one allows them to live on through our actions, daily gestures, and the choices we make.

"Assunta e Giacomo" is an emotional journey through memory celebrating two people very dear to Federico: his grandparents. The collection draws inspiration from the everyday clothing of Assunta and Giacomo: loungewear, work attire, and garments for special occasions. The narrative takes shape in a performance that translates their remembrance into movement, making tangible the imprint left by these cherished grandparents.

Hosted by Fondazione Sozzani, the performance comes to life through a series of "tableaux" where models interpret routines inspired by the most indelible memories. Each gesture, each movement, echoes moments shared together, daily habits that marked Federico's childhood and still influence his present. The performers seem to retrace everyday rituals, with even the simplest gestures becoming acts laden with emotion—representations of what Federico carries with him, day after day, often without realizing it.

The set design, inspired by the home of Assunta and Giacomo, is deconstructed and transformed into evocative spaces where actions come to life and intertwine. The house, a symbol of emotional refuge, becomes a fluid, ever-evolving stage. Every corner, every element of the set, is designed to evoke a specific memory.

"Assunta e Giacomo" seeks to create a moment of rediscovery and connection with the past, a bridge of cherished experiences that links yesterday to today. The performers' movements highlight how the act of remembering can transform into action, staying alive and present in the small choices we make each day.

The performance becomes a testament to an unbroken bond, a sense of continuity, of affection that defies distance and time. Each gesture performed is not merely an aesthetic act but a celebration of memory, a silent dance that touches the hearts of those fortunate enough to have known the unconditional love and presence of grandparents.

With this collection, the aim is to look beyond the past and rediscover those small moments that, though seemingly imperceptible, have shaped who we are today.

Special thanks to Fondazione Sozzani, a cultural institution established in Milan by Carla Sozzani in 2016 to promote photography, culture, fashion, and the arts. The Foundation oversees the Carla Sozzani Gallery, continuing the gallery's significant public role since 1990. Since 2021, Sara Sozzani Maino has been curating and coordinating projects dedicated to education, responsibility, and new-generation creatives.

Press Office ANNA BOLLATI
roberta@annabollati.it

Special thanks to:
Sound Designer: Federico Tansella