

AN/ARCHIVE: blue r/evolution

Polimoda unveils AN/ARCHIVE EVENT TWO: blue r/evolution at Pitti Uomo 107, an exhibition project dedicated to the evolution of blue as a symbol of social change and personal authenticity. From January 14 to February 15, 2025, this edition explores workwear and denim, weaving historical memory with future vision through artistic installations, talks, and iconic pieces.

Florence, December 12, 2024 - On the occasion of Pitti Uomo 107, Polimoda presents **AN/ARCHIVE EVENT TWO: blue r/evolution**, the second event from its research center dedicated to fashion studies. Open to the public from January 14 to February 15, 2025, at the Polimoda Manifattura Campus in Florence, this exhibition project is conceived as a cultural space for all, encouraging reflection on the relationship between workwear, identity, crisis, and revolution, while addressing the most pressing themes of the contemporary landscape.

Indigo blue, more than just a color, embodies deep social and anthropological value. Once an ancient symbol of exclusivity and sanctity, indigo has become an everyday color, representing uniformity, workers, communities, and social movements. Its ability to bridge seemingly opposing worlds – from aristocracy to workwear, from conformity to individual expression – underscores the universal power of blue as a marker of collective and personal identity.

blue r/evolution's exhibition pathway celebrates the cultural evolution of blue and denim: from a symbol of the working class to a means of expression for youth subcultures and ultimately to its status as an icon of global fashion. From punk movements to hip-hop, from counterculture to global trends, denim has been reinterpreted as a language of rebellion, innovation, and identity, becoming a cornerstone of contemporary fashion.

"In the complex interplay between fashion and sociology, few garments tell a story as multifaceted as denim. blue r/evolution isn't just an exhibition about clothing—it's a deep dive into how a single piece of fabric can reflect, challenge, and redefine social narratives. Denim embodies a living paradox: simultaneously elite and accessible, traditional yet revolutionary, local and global. Its continuous evolution stands as a testament to the fluid boundaries of our society. Every thread, every shade of indigo, carries a powerful message: clothing is never just clothing. It's a mirror, a manifesto, a revolution." states **Massimiliano Giornetti**, director of Polimoda and curator of blue r/evolution.

With its ability to fade and transform, **denim becomes a metaphor for authenticity**: each garment tells the story of its wearer, a unique creation enriched by time. Blue and denim thus mirror cultural and social shifts, evolving from everyday goods to symbols of luxury and personal authenticity. The lived experience, not just the material, imbues these fabrics with value, demonstrating how the notions of luxury and authenticity evolve over time.

Visitors are guided through a curated **selection of iconic garments** showcasing how denim and workwear have been transformed into powerful tools of personal expression. The archive, enhanced by **artistic and photographic installations and multidisciplinary contributions**, serves as a space where fashion intersects with themes relating to collective memory and sustainability, providing a new model for authenticity in the digital age.

With **AN/ARCHIVE**, Polimoda offers a platform to understand how fashion's past and present engage with social and cultural transformations. Garments, as physical embodiments of social change, become a lens through which to reinterpret the past and envision the future. The archive evolves into a dynamic space hosting talks, artistic installations, and iconic pieces of contemporary fashion, encouraging a sociological and anthropological exploration of fashion phenomena.

AN/ARCHIVE EVENT TWO: blue r/evolution

January 14 – February 15, 2025

Polimoda Manifattura Campus

Via delle Cascine 35, Florence

AN/ARCHIVE

AN/ARCHIVE is the new creative hub for fashion research presented by Polimoda. A space open to the city, designed to welcome researchers, curators, archivists, students, designers and businesses interested in studying fashion. Not a museum but a new concept fashion archive: a vibrant, dynamic and accessible place for research, but also a venue for encounters and events. A workshop in constant evolution based on the curatorship of iconic garments by great designers, encouraging contact between the various creative players in the fashion system using a universal idiom and an analytical approach to fashion. AN/ARCHIVE is designed as an innovative space that hosts exhibitions, workshops, conferences and debates on some of the most relevant issues for today's fashion industry, stimulating thought on the future of the sector and helping a new generation of researchers to emerge.

Polimoda

Polimoda represents the high training in the fashion industry in an internationally recognized center of excellence, located in the heart of one of the most important production areas of Made in Italy. Founded in 1986, over time the institute has constantly guaranteed high standards of specialization, consolidating its reputation as one of the world's leading fashion schools. Though deeply rooted in Florence, Polimoda is an international institution that has developed strong relationships with the most important businesses in the sector. Here the next generation of fashion professionals receive unique interdisciplinary training, designed to transmit the expertise and vision they need to stand out in the job's market today.

www.polimoda.com