

ELABORAZIONE di IDEE 08-16 OTTOBRE 2011

CON LE AZIENDE DEL TERRITORIO, LA CREATIVITÀ DEGLI STUDENTI E LA FONDAZIONE GIANFRANCO FERRÉ

Press Release

SATURDAY, OCTOBER 8TH, 2011 – 11 a.m.

In the exhibition halls of the Leone da Perego Palace in the town of Legnano just north of Milan

grand opening of the exhibition:

PROCESSING IDEAS

a project involving companies in the Milan area, local fashion design students and the Gianfranco Ferré Foundation.

Participants in the official presentation event:

- Lorenzo Vitali, Mayor of Legnano
- Fabio Colombo, president of the Euroimpresa Development Agency
- Rita Airaghi, Director of the Gianfranco Ferré Foundation
- Vincenzo Bianchi, president of the textile/fashion section of the Northern Milan Confindustria Association
- Aurora Magni, Project Coordinator

On display in the exhibition halls:

- clothes and foulards designed by students at the Antonio Bernocchi Professional Institute under the supervision of the Ferré Foundation, using materials, techniques and proficiencies of local manufacturing operations;
- a photographic overview of the companies participating in the project.

“Processing Ideas” is part of the major “Laboratory of Ideas in the Textile Sector” project undertaken by the Legnano Euroimpresa Agency within the sphere of an economic development program funded by the Italian Ministry of Labor. The aim is to make the most of local industries and relative outstanding products and skills by favoring cooperation among the various businesses. The fabrics featured in the students’ designs are both nature-friendly and high in innovative tech factor.

The exhibition will be open to the general public:

Monday through Friday, 9 a.m. to 12:30 p.m. • 2 to 5 p.m.

Saturday and Sunday, 10 to 12 a.m. • 3 to 7 p.m.

(Saturday, October 8th, 3 to 7 p.m.)

For more info and for organized visits, call +39 (0)331-487210
Agency for Economic Development in the Milan Area

Legnano, September 29, 2011



Ministero del Lavoro e delle Politiche Sociali

con il patrocinio di



Città di Legnano



Fondazione Gianfranco Ferré



Agente di Sviluppo Territoriale