

Tollegno 1900

Tollegno, 20 June 2018

TOLLEGNO 1900: NEW LOOK FOR THE EXHIBITION SPACE OF PITTI 83

Sustainability, creativity, and technology: this is the leitmotiv of the Biellese company stand at the Florentine yarn fair. To tell the cornerstones of its philosophy, in addition to images and colours, a Tag Cloud that creates an intriguing three-dimensional effect and a corner expression of the partnership between the company and the Politecnico of Milano.

After presenting its own "TOLLEGNO 1900 yarns: the world through our eyes" manifesto at Pitti Immagine Filati 82, which through its 6 keywords expressed the company's vision on sustainability, Tollegno 1900 continues its path of eco-green awareness giving space to art and creativity.

The iconic concepts of "Origin", "Future", "Territory", "Opening", "Balance", and "Protection" will be interpreted by as many photographs, realised by Paolo Mazzanti, that, centred on the environment and the interpenetration of man in its habitat, will reference the colours of the "Trends" folder - of which they are part - thus defining a symbolic virtuous circle between the company and the world in which it operates. "In collaboration with Shima Italia," they point out at Tollegno 1900, "a Tag Cloud will be created with other terms related to the theme of sustainability that, together with the play of colours, will have a three-dimensional effect."

Sustainable by DNA, tech by vocation

Protagonist of the stand set up for the 83rd edition of the fair (1/4-6 Central Ground Floor) will be Harmony 4.0. To visually tell the super-performing yarn of Tollegno 1900 that completes the "Performance" line will be a succession of cloths in a rainbow of blues and a depiction of the 4 elements that make it unique: simultaneous application of specific treatments, processing methods that give more regularity to the thread with consequent compact appearance, higher torsion compared to the average, and decrease in pilling. "To emphasize the singularity of this yarn that for the first time brings together 4 top features in a single solution" they conclude at Tollegno 1900, "will also be our exhibition space thanks to a specific area with a techier connotation specifically designed to evoke Harmony 4.0."

A corner to remember the partnership with the Politecnico of Milano

A stand session will be dedicated to three garments made with Harmony and Wild yarns realized by Darcey Lehman, graduate of the FIT program in MILAN, "campus abroad" of the Fashion Institute of Technology in New York. Tollegno 1900 has in fact taken part to the project, supplying the raw material to students who are challenged with the entire production cycle of their ideas: from the elaboration of a concept to the realization starting from the paper pattern up to the packaging. "Collaborating with the Politecnico in an international creative and educational project of this magnitude - Tollegno 1900 explains - represents our commitment to contribute to the training of the youngest, offering them opportunities to experiment and to understand their talent".

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