

# Exquisite wedding gowns grace the catwalk

## FILM FESTIVAL CELEBRATES A REGION

fashion studios including Azzurra Collezione, Bellantuono, Giovanna Sbiroli, Rossorame, Ninfè Collezioni Sposa, Anna Primmerici Spose and Gianni Calignano.

Rossorame is a new brand in Italy fashion panorama but they already have a great visibility especially in the movie market, having placed products among many national cinematographic productions and for Russian Film Festivals.

As the designer for Rossorame, Bruno Someone worked in China for three years until 2005 and his work includes Chinese elements.

"The name of our company can be divided into two Italian words: rosso for red and rame for copper. Red is a lucky color in China while copper represents high-status," Someone explained.

In the show, Someone applied shantung pongee, a soft, undyed and undressed Chinese washing silk with print and then machine-made the plicated effect for a dress. He tried to mix both thick and thin materials for the dress.

Gianni Calignano, also showcased his work. LOreal used Gianni Calignano's dresses in an advertising campaign and the Italian soprano Katia Ricciarelli is one of their customers.

"We focus on providing customized dresses including wedding dresses to fit every customer's figure and individual style. Our target group is mainly high-status ladies who want their own unique pieces," Giovanni Pagliula, the partner of Gianni Calignano said.

"The Italian film industry has been affected by the financial crisis seriously so most directors don't want to take a risk by making non-mainstream films which won't earn enough at the box office," said Mezzapesa. Now, however, the new generation director is looking forward to a new independent wave in the Italian film industry.

Supported by Apulia Film Commission, the governmental institution born to ease and enhance the cinema industry, the film festival runs until July 4 with screenings after 5pm.

"Apulia, Scenes to explore", the first Film Festival at the Expo Garden, which showed works from the region, marked the opening of Apulia Week at the Italy Pavilion last Sunday. It's a collection of the best movies shot in Apulia, capturing its beauty, wildness and romance.

The promising Italian film director, Pippo Mezzapesa, hosted the festival inauguration ceremony on Sunday at the Italy Pavilion with many celebrities of Italian cinematography, including Mario Desiati, chief editor of Fandango, the biggest independent Italian production company, and Donatella Botti, producer of the opening movie "L'uomo nero" ("The Black Man"), a story about the relationship between a father and a son.

Botti was very proud to show the film at the Italy Pavilion and to represent Apulia on such a grand stage.

L'Altra Metà ("The Other Half") by Pippo Mezzapesa, which was nominated as Best Italian short movie at the "David di Donatello" awards 2010 showed the story of two lonely souls who meet and unexpectedly fall in love.

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...s every country. The catwalk gown is a replica of the Olympic Theatre in Vicenza built in 1585, but there is also a street-cleaning robot on display. It is a "Paradise for everybody", with technology, arts, fashion, music and food.

The first floor of the pavilion hosts a glass room named "The Making Of", where the visitor can experience the relationship between art and technology and witness the highly specialized nature of Italian craftsmanship in a "live" workshop.

"The live workshops include shoe-making by Ferragamo, sofa-making by Poltrona Frau, and restoration of cultural relics and making of the popular wooden Pinocchio," Quintieri said.

Italy's wealth derives from the vast multifaceted diversity of her regions, towns and cities, each with their own identity. A total of 12 regions and three cities will take turns to showcase their uniqueness through exhibitions showing technologies and innovations, art shows and cultural performances, food and wine tasting, and business and investment seminars.

China has caught the world's attention through the Shanghai Expo 2010. For Italy, it is a perfect platform to introduce Italy to China and encourage more business, trade and cultural exchanges between the two countries.

"I think the Expo presents an important opportunity to increase knowledge of Italy in China. Italy is well known for its fashion and luxury brands, but many are not aware of our high-tech industries and best practices across various business sectors. We hope to show them the wide range of opportunities in Italy," Quintieri said.

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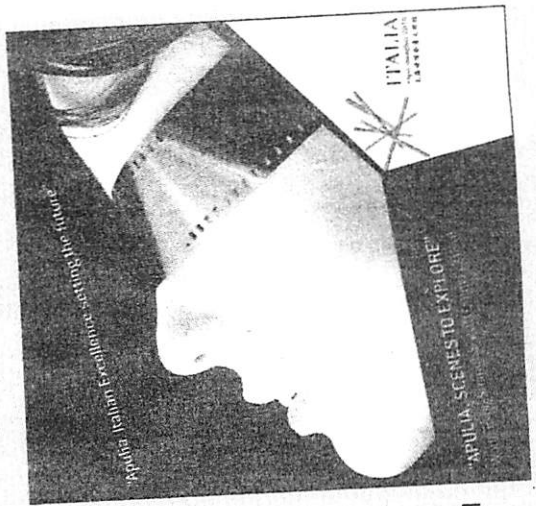
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A wedding fashion show was held at the Italy Pavilion last Friday.



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ITALIA

APULIA SCENES TO EXPLORE