

**A look at life in the factory: in the trend  
area photography reigns  
The lens freezes history and reveals the excellence  
of know-how**

*Prato, July 7, 2009* – At the fair as well as in the factory. Surprising settings flooded with feeling enclose meters of fine fabrics in a visual voyage created to thrill the senses and celebrate the essence of the textile industry. The trend area of PRIMA – Moda Tessuto has been designed in a flourish of creativity, with echoes of the world of fashion and that of the most advanced technology, through the special photographic exhibition organized by Li Edelkoort and her staff.

Pictures that illustrate the sites where production takes place in the mills participating in PRIMA, which opened their doors for the occasion to the photographers who collected the pictures of their work that went into the collection for fall-winter 2010 – 2011.

It will look like a market fair along those five hundred square meters of space made available at the entrance to the penthouse floor of the Fortezza, with the portraits of the workers who handle the fabrics, scenes inside the plants and pictures impressed with the five moods of the season (restriction, rethinking, reducing, re-establishing, re-proportioning,) described in detail by Li Edelkoort in her study.

The photographs are mounted on a metallic structure with a group of monitors (three for every theme, for a total of 15 video devices) that project a continuous film on the walls, producing a very impressive stage-like effect.

The trend area of PRIMA is a passage that promises to attract the visitors' attention, exalting the skills of the textile district, that vocation that fears no rivals or competitors because it is unique, and is well worth valorizing as such.

The trend area has been realized in collaboration with Region of Tuscany, Toscana Promozione and Chamber of Commerce Prato.