

**“Romantic” touch to enhance  
the Trend Area of PRIMA  
Fine fabrics = Italian style**

**Postcard from Italy.** Spotlight on the beaches of Rimini and the cliffs of Amalfi, in homage to a lifestyle that evokes romantic afternoons on the banks of rivers and lakes. Views of the ancient ruins of Pompei alternate with views of the volcano, against a soft musical background.

Welcome to the Trend Area of PRIMA – Moda Tessuto: where the creative skill of the fabric producers meets the genius of Li Edelkoort, the trend guru who ideated the area, in arrangement with the staff of Pratotrade. This is the first thing the visitor sees on entering the penthouse floor of the Fortezza da Basso, with a vast selection of fabric samples on 7 tables for their perusal.

The area is divided into 7 themes, corresponding to the items in the trend book for spring-summer 2011: slides are projected for each of the themes. The trends are described in six visual design settings for each theme, and other pictures are projected alternately on the screens. Everything surrounded by suggestive music. It is a display that will surprise the visitor with its romantic overtones of the past.

The production of the trend area was developed with the cooperation of the Tuscan Region, Toscana Promozione and the Chamber of Commerce of Prato.