

FASHION
FILM
FESTIVAL
MILANO

20-22
SETTEMBRE
2015

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Dear Friends,

here we go again, alive and kicking! After an intense and fulfilling year during which we continued building with all our heart, determination and will, this beautiful reality. We have worked very hard to make this dream come true. Today Fashion Film Festival Milano is not just a simple Festival, but rather an important platform, a big cultural meeting point where Fashion Films from all over the world are presented and shown as testimony of the personality and talent of their respective authors, both new and established. Different points of view, aesthetic, narrative and stylistic codes are mixed.

A constant exchange of a range of artistic expressions, idioms, voices and experiences coming from everywhere. The important official selection has



been finalized and curated after having received over 600 fashion films coming from 45 countries through a completely free submission.

We are back this year with new ideas and beautiful collaborations; we have given birth to the first ever online voting breaking the precedence in the Film Festival industry and giving the chance to a worldwide audience to participate and view our Official Selection.

We have created the 2015 FFFMilano Official Selection Room that hosts the programming of the fashion films in competition at the festival; in the Statement Room you will find talks and debates from several outstanding industry professionals; and finally we present the 15 seconds Room where fashion films of only 15 seconds,

specifically created for the spontaneous and short time frames of social networks, will be screened in loop.

The FFFMilano Tribe has become bigger and stronger. Mercedes Benz has taken our hand giving us their support and trust. With Paramount International, Fashion Film Festival Milano gives it's participants and their work a worldwide platform for promotion, and Nowness has shared with us their celebrated archives and exclusive premiers, all of which is shown in a dedicated room.

As you can see, we've been kind of busy!

Its time for me to thank you all for being here with us.

Enjoy the screenings!

Love.

CONSTANZA CAVALLI ETRO

Cari Amici,

eccoci qui, dopo un anno intenso durante il quale abbiamo continuato a costruire una realtà con tutto il cuore, determinazione e tanta volontà.

Abbiamo lavorato intensamente e senza sosta, consapevoli che solo così si riescono a toccare con mano i sogni. Il Fashion Film Festival Milano non è più soltanto un progetto, un' iniziativa, ma è diventato una nostra bellissima responsabilità nei confronti dei nuovi talenti e di tutti gli artisti che ci hanno affidato il loro magnifico lavoro. Oggi il Festival è una piattaforma, un grande punto d'incontro culturale, dove i Fashion Film di tutto il mondo vengono presentati e mostrati come testimonianza della personalità e del talento dei loro autori, sia nuovi che affermati.

Si mescolano diversi punti di vista, codici estetici, narrativi e stilistici.

Uno scambio costante di varie espressioni artistiche, di idiomi, di voci e d'esperienze provenienti da ogni dove.

L' importante selezione ufficiale è avvenuta fra oltre 600 film ricevuti da 45 paesi ricevuti attraverso una registrazione completamente gratuita. Siamo tornati con tante nuove idee e bellissime collaborazioni. Abbiamo dato vita al primo voting online, aprendo così il Festival e la sua selezione ufficiale al mondo, abbiamo creato la FFFMilano 2015 Official Selection Room dove ospiteremo la programmazione dei fashion film in gara al Festival, la Statement Room vedrà l'alternarsi di talk e dibattiti di vari professionisti del settore, infine sarà presente la 15 seconds Room in cui verranno proiettati in loop dei piccoli fashion film di soli quindici secondi appositamente creati per l'estemporaneità e i tempi brevi dei social network.

La FFFMilano TRIBE è diventata più grande e forte. Mercedes Benz ci ha preso per mano dandoci il suo supporto e la sua fiducia in questa seconda edizione.

Con Paramount International il Fashion Film Festival Milano offre ai suoi partecipanti e i loro lavori, una promozione mondiale mentre Nowness ha condiviso con noi il suo bellissimo e pregiato materiale editoriale che verrà proiettato nella sala a loro dedicata.

Come avrete potuto leggere ci siamo dati da fare.

Non mi resta che ringraziare per avervi qui con noi.

Buona visione!

Love.

CONSTANZA CAVALLI ETRO

CONTEST

The important official selection has occurred between over 600 fashion films coming from 45 countries received through a completely free submission. The Fashion Film Festival Milano's artistic committee directed by curator Gloria Maria Cappelletti have been entrusted with the outstanding choice. The Official Selection is an extraordinary worldwide selection of the best fashion films made by new creative minds, established names, big brands and famous international artists.

L'importante selezione ufficiale è avvenuta fra oltre 600 film provenienti da 45 paesi ricevuti attraverso una registrazione completamente gratuita. Il comitato artistico del Festival, diretto dalla curatrice Gloria Maria Cappelletti, con la sua competente visione estetica, si è incaricato della rilevante scelta. La selezione Ufficiale è una straordinaria selezione mondiale dei migliori Fashion Film dei nuovi talenti, quelli già affermati, grandi marchi e artisti di fama internazionale.

TROPHIES

FASHION FILM FESTIVAL MILANO 2015 Trophies had been designed by the Italian artist Barnaba Fornasetti.

I premi del FASHION FILM FESTIVAL MILANO 2015 sono stati disegnati dall'artista Barnaba Fornasetti.



AWARD CATEGORIES

NEW TALENT

BEST NEW FASHION FILM
BEST NEW DIRECTOR
BEST NEW DESIGNER / BRAND
BEST NEW ITALIAN FASHION FILM

ESTABLISHED TALENT

BEST FASHION FILM
BEST STATEMENT FASHION FILM
BEST ESTABLISHED DIRECTOR
BEST PHOTOGRAPHY
BEST PRODUCTION
BEST EDITING
BEST MUSIC
BEST STYLING
BEST ITALIAN FASHION FILM



JURY

This exceptional jury will be entrusted with the task of selecting the winners of the two envisaged categories: New Talent and Established Talent.

A questa giuria d'eccezione sarà affidato il compito di eleggere i vincitori delle due categorie previste: New Talent e Established Talent.

FRANCA SOZZANI

EDITOR IN CHIEF OF VOGUE ITALIA

Her career began at “Vogue Bambini” in 1976 and directed legendary publications LEI since 1980 and PER LUI since 1982 before heading up the Italian edition of VOGUE in 1988. She was appointed editor-in-chief of Condé Nast Italia in 1994. Memorable issues of her magazine include “The Black Issue” (an entire issue devoted to celebrate black women’s beauty), “Makeover” (dedicated to the exploding phenomenon of plastic surgery) and most recently L’Uomo Vogue “Rebranding Africa”, for which she was awarded several international prizes. In February 2010, she launched Vogue.it, the very first portal in the world dedicated to fashion magazines, and in 2011 she

launched Vogue Curvy. Sozzani collaborated with artist Maurizio Cattelan and repetitively with Vanessa Beecroft. She also curated several exhibits and retrospectives, including: 30 Years of Italian Vogue, Mario Testino, Bruce Weber (Vietnam Story and My Own Story in Vogue), Peter Lindbergh (Women), Francesco Scavullo and Portraits of Elegance (Milan Triennale). Moreover, from March 2013 she is the president of the IEO Foundation (European Institute of Oncology). She is founding member of CHILD PRIORITY – a non profit organization created by Condé Nast to offer concrete study and work opportunities for those who have none.

Ha iniziato la sua carriera lavorando per la rivista “Vogue Bambini” nel 1976. Nel 1980 diventa direttrice responsabile di “Lei”. Tre anni dopo, dirige anche “Per Lui”, la versione maschile di “Lei”.

Attualmente è direttrice di Vogue Italia, posizione che ricopre dal 1988 e dal numero di ottobre 2006 è anche direttrice responsabile di “L’Uomo Vogue”. E’ direttrice editoriale della casa editrice Condé Nast per l’Italia dal 1994. Numeri memorabili della rivista sono il “Black Issue” (un intero numero dedicato alla celebrazione della bellezza nera), “Makeover” (dedicato al fenomeno della chirurgia plastica) e, fra i più recenti, per L’Uomo Vogue, “Rebranding Africa”, per il quale ha ricevuto numerosi premi internazionali. A febbraio 2010 ha lanciato il sito internet Vogue.it, il primo portale al mondo intestato alla testata di moda e nel 2011 ha lanciato Vogue Curvy. Franca Sozzani ha inoltre collaborato con gli artisti Maurizio Cattelan e Vanessa Beecroft, e ha curato diverse mostre e retrospectives, fra cui: 30 Years of Italian Vogue, Mario Testino, Bruce Weber (Vietnam Story and My Own Story in Vogue), Peter Lindbergh (Women), Francesco Scavullo and Portraits of Elegance (Triennale di Milano). Oltre a ricoprire queste cariche, dal marzo 2013, presidente della Fondazione IEO (Istituto Europeo di Oncologia). E’ membro fondatore di CHILD PRIORITY, un’organizzazione no profit creata da Condé Nast al fine di offrire opportunità concrete di studio e lavoro a chi non ne ha.

RANKIN

PHOTOGRAPHER AND DIRECTOR

Rankin is a british photographer, publisher, film director and humanitarian. With a portfolio ranging from portraiture to documentary, he has shot The Rolling Stones, David Bowie and The Queen to name only a few. Having co-founded in 1992 the magazine Dazed & Confused, he has remained a prevalent force in publishing and has over 42 photography books to his name. In 2002 Rankin was awarded an Honorary Fellowship by The Royal Photographic Society, and in 2009 he undertook the biggest project of his career: Rankin Live, a mammoth, interactive exhibition, internationally renowned. After Dazed & Confused, in 2011 Rankin returned to magazine, founding the biannual fashion and culture magazine the Hunger. In the same year Rankin founded Collabor8te, a innovative Film Production for emergin filmmaking talent.

Rankin è fotografo, editore, regista e filantropo britannico. Con un portfolio che varia dalla ritrattistica al documentario, ha immortalato personalità del calibro di The Rolling Stones, David Bowie e la regina Elisabetta. Co-fondatore di Dazed & Confused nel 1992, è rimasto un riferimento nell'editoria con oltre 42 pubblicazioni di libri fotografici. Nel 2002 è stato riconosciuto dalla Royal Photographic Society con un premio onorario e nel 2009 ha intrapreso il progetto più importante della sua carriera: il Rankin Live, una monumentale esibizione interattiva internazionale. Nel 2001 Rankin fonda la rivista di moda e cultura Hunger e la Collabor8te, innovativa casa di produzione cinematografica per registi emergenti.

BRUNO AVELLAIN

CONTEMPORARY VISUAL ARTIST

Bruno Aveillan is a contemporary visual artist: director, photographer and multimedia artist. His film « L'Odyssée » for the house of Cartier, premièred at the MoMA in New York in 2012, was seen by over 200 million viewers around the globe and received 45 prestigious awards. His media work also includes

fashion films and print campaign for the top luxury brands in the world. Has received over 180 prestigious awards throughout his carrier. Bruno's photographs and experimental films are regularly exhibited worldwide, with current exhibitions in more than 15 prestigious museum worldwide. In 2009, the Paris Museum of Decorative Arts at the Louvre held a retrospective of Aveillan's work. In 2014, the Museum of Contemporary Art (MoCA) of San Diego held a global exhibition entitled « Bruno Aveillan, retrospective of a world master ». In 2015, Bruno Aveillan was invited by Curators Francesco Gattuso (Bayeler Foundation Basel) and Donatella Brun (Whitney Museum New York) to produce a solo contemporary art show at the Bagati Valsecchi Museum in Milano, in November 2015. Bruno Aveillan's work includes, in addition, many books publications from 2008.

Bruno Aveillan è un visual artist contemporaneo: regista, fotografo e artista multimediale. Il suo film « L'Odyssée » per la casa di moda Cartier, presentato in esclusiva al MoMA di New York nel 2012, è stato visto da più di 200 milioni di spettatori in tutto il mondo e ha ricevuto 45 prestigiosi premi. Il suo lavoro include anche fashion film e campagne per i migliori brand di lusso nel mondo. Ha ricevuto più di 180 prestigiosi premi nel corso della sua carriera. Le fotografie e i film sperimentali di Bruno sono regolarmente esibiti in tutto il mondo,

con più di 15 mostre nei principali musei internazionali. Nel 2009 il Paris Museum of Decorative Arts al Louvre gli ha dedicato una retrospettiva. Nel 2014 il Museum of Contemporary Art (MoCA) di San Diego ha tenuto una mostra globale intitolata « Bruno Aveillan, retrospective of a world master ». Nel 2015, Bruno Aveillan è stato invitato dai curatori Francesco Gattuso (Bayeler Foundation Basel) e Donatella Brun (Whitney Museum New York) a produrre una personale al Museo Bagati Valsecchi di Milano a Novembre 2015. Il lavoro di Bruno Aveillan include inoltre molteplici pubblicazioni editoriali dal 2008 ad oggi.

LISA IMMORDINO VREELAND

DIRECTOR AND PRODUCER

Lisa Immordino Vreeland has been immersed in the world of fashion and art for the past 25 years. She started her career in fashion as the Director of Public Relations for Polo Ralph Lauren in Italy and quickly moved on to launch two fashion companies, Pratico, a sportswear line for women, and Mago, a cashmere knitwear collection of her own design. Her first book was accompanied by her directorial debut of the documentary of the same name, Diana Vreeland: The Eye Has To Travel (2012).

The film had its European premiere at the Venice Film Festival and its North American premiere at the Telluride Film Festival, going on to win the Silver Hugo at the Chicago Film Festival and the fashion category for the Design of the Year awards—otherwise known as “The Oscars” of design—at the Design Museum in London. She recently finished Peggy Guggenheim: Art Addict (2015) that premiered at the Tribeca Film Festival.

Lisa Immordino Vreeland è immersa nel mondo della moda e dell'arte, da ben 25 anni. Ha iniziato la sua carriera nella moda come Direttrice delle Pubbliche Relazioni per Polo Ralph Lauren in Italia e rapidamente è passata oltre, con il lancio di due case di moda: Pratico, una linea di abbigliamento sportivo per donne, e Mago, linea di maglieria in cashmere da lei stessa disegnata. Il suo primo libro, è stato nel 2012 accompagnato dal suo debutto come regista nella realizzazione del documentario Diana Vreeland: The Eye Has To Travel, tratto dall'omonimo libro. Il film è stato presentato in anteprima al Film Festival di Venezia e al Telluride Film Festival, andando poi a vincere il Silver Hugo al Chicago Film Festival, e il premio per il Design dell'anno nella categoria moda altrimenti conosciuto come “l'Oscar” del design- al Museo del design di Londra. Recentemente ha ultimato il film Peggy Guggenheim: Art Addict che è stato presentato in anteprima al Tribeca Film Festival.

MARIO CODOGNATO

CONTEMPORARY ART CURATOR

Mario Codognato was since its foundation in 2005 the chief curator of MADRE, the new museum of contemporary art in Naples, where he has curated, among others, the retrospectives of the work of Jannis Kounellis (2006), Rachel Whiteread (2007), Thomas Struth (2008) and Franz West (2010). He has previously worked at the contemporary art project at the Archeological Museum in Naples, where he has curated the exhibitions of Francesco Clemente (2002), Jeff Koons (2003), Anish Kapoor (2003), Richard Serra (2004), Anselm Kiefer (2004) and the first ever museum retrospective of Damien Hirst (2004). Since 1999 he has curated the site-specific public projects for Piazza Plebiscito including Robert Rauschenberg (1999), Joseph Kosuth (2001), Sol Lewitt (2005) Jenny Holzer (2006), Jan Fabre (2008) and Carsten Nicolai (2009). He has curated exhibitions for other institutions and written their catalogue essays on the work of Alighiero Boetti (1992, 1999), Richard Long (1994 and 1997), Gilbert & George (1998), Jan Fabre (1999), Brice Marden (2001) and Wolfgang Laib (2005). He has curated several thematic exhibitions, including Barock at MADRE in 2009 and Fragile? at the Cini Foundation in Venice in 2013. Since 2014 he is the new chief curator at the 21er Haus in Vienna.

Mario Codognato è stato, sin dalla sua fondazione nel 2005, il curatore capo del MADRE, il nuovo museo di arte contemporanea di Napoli, dove ha curato, frag li altri, le retrospettive dei lavori di Jannis Kounellis (2006), Rachel Whiteread (2007), Thomas Struth (2008) e Franz West (2010). Precedentemente ha lavorato al progetto di arte contemporanea press oil Museo Archeologico di Napoli, dove ha curato le esibizioni di Francesco Clemente (2002), Jeff Koons (2003), Anish Kapoor (2003), Richard Serra (2004), Anselm Kiefer (2004) e la prima retrospettiva museale of Damien Hirst (2004). Dal 1999 ha curato il sito specific del progetto pubblico di Piazza Plebiscito che include Robert Rauschenberg (1999), Joseph Kosuth (2001), Sol Lewitt (2005) Jenny Holzer (2006), Jan Fabre (2008) and Carsten Nicolai (2009). Ha curato mostre per altre istituzioni e ha scritto i saggi dei cataloghi sul lavoro di Alighiero Boetti (1992, 1999), Richard Long (1994 and 1997), Gilbert & George (1998), Jan Fabre (1999), Brice Marden (2001) e Wolfgang Laib (2005). Ha curato inoltre numerose mostre tematiche, fra cui Barock al MADRE nel 2009 e Fragile? alla Fondazione Cini di Venezia nel 2013. Dal 2014 è il nuovo curator capo del 21er Haus di Vienna.

SARA MAINOSENIOR EDITOR OF VOGUE ITALIA
MIND OF VOGUE TALENTS

Sara Maino's first experience in fashion began in the early 90's while working at the newly opened Corso Como 10 boutique in Milan before joining "Vogue Italia" as an intern in 1994. She is now senior editor of Vogue Italia and the mind and the heart of Vogue Talents, project born in 2009 in support of emerging designers. A network that scouts and supports the best talents in womenswear, menswear, accessories and fashion photography, creating connections between designers and the fashion industry, supporting the growth of opportunities and new collaborations. A regular attendee at global talent spotting shows she has served as a judge in several fashion competitions, including the International Talent Support competition, the Designer's Nest Show & Award, the H&M Award, the Berlin Fashion Film Award, the Scottish Fashion Awards, among others. The number of new initiatives dedicated to talents and signed by her is increasing: The Vogue Talents Corner, in collaboration with Thecorner.com, and Who is on Next? and Vogue Talents are just three of the scouting events in the beautiful Palazzo Morando, in Milan, organized by "Vogue Italia".

La prima esperienza di Sara Maino nel mondo della moda prende forma nei primi anni 90, mentre stava lavorando per l'apertura dello store di Corso Como10, prima di essere assunta come stagista da Vogue Italia nel 1994. Oggi è Senior editor di Vogue Italia nonché la mente e il cuore di Vogue Talents, progetto nato nel 2009 con il fine di supportare i designer emergenti. Un network volto a scoprire e sostenere i migliori talenti nell'abbigliamento donna, uomo, negli accessori e nella fotografia di moda e a creare collegamenti tra i designer e l'industria del fashion, supportando la crescita di opportunità e nuove collaborazioni. Assidua partecipante alle manifestazioni internazionali rivolte ai talenti, Sara ha preso parte alle giurie di diversi concorsi di moda, come, per citarne solo alcuni, l'International Talent Support competition, il Designer's Nest Show & Award, l' H&M Award, il Berlin Fashion Film Award e lo Scottish Fashion Awards. Il numero delle nuove iniziative dedicate al talento che recano la sua firma, sono in crescita: il Vogue Talents Corner, in collaborazione con Thecorner.com, Who is on Next?, e Vogue Talents sono solo tre degli eventi di scouting organizzati da Vogue Italia, presso il meraviglioso Palazzo Morando di Milano.

ROOMS

OFFICIAL SELECTION SCREENING ROOM

A room where the Fashion Films from all over the world are presented and shown as testimony of the personality and talent of their authors, both new or established. Different points of view, aesthetic, narrative and stylistic codes will be mixed. A constant exchange of several artistic expressions, of idioms, voices and experiences coming from everywhere. The selection is composed by 180 fashion films chosen from more than 600 films coming from 45 countries received through a completely free submission.

Una sala dedicata ai Fashion Film di tutto il mondo che vengono presentati e mostrati come testimonianza della personalità e del talento dei loro autori, sia nuovi che affermati. Si mescoleranno diversi punti di vista, codici estetici, narrativi e stilistici. Uno scambio costante di varie espressioni artistiche, di idiomi, di voci e d'esperienze provenienti da ogni dove. La selezione composta da oltre 180 fashion film è stata effettuata fra gli oltre 600 film provenienti da 45 paesi, ricevuti attraverso una registrazione completamente gratuita.

15 SECONDS ROOM AND MERCEDES-BENZ

For the first time ever, 15 seconds Fashion films made for the impromptu and short times of social networks, will be screened in a cinema room. This new idea created by FFFMilano will showcase the shortest version of Fashion Films (mini fashion films). The archive of Mercedes Benz's Fashion Films will be shown in this room together with their latest film "Hybrid Nature" about sustainability, will be featured for the first time. The protagonist of the film is the top model Doutzen Kroes above the hood of new Mercedes-Benz GLC Plug-In Hybrid, showing an image of modern luxury, inspired and consciously green.

Per la prima volta, fashion film di 15 secondi, pensati per l'estemporaneità e i tempi brevi dei social network, verranno proiettati in una sala cinematografica. Questa nuova idea creata da FFFMilano presenterà al pubblico la versione più corta dei Fashion Film (mini fashion film). In questa sala, oltre alla proiezione dell'archivio dei Fashion Film di Mercedes Benz, sarà presentato in esclusiva il loro ultimo film "Hybrid by Nature" intorno al tema della sostenibilità. Protagonista del film è la top model Doutzen Kroes sul cofano della nuova Mercedes-Benz GLC Plug-In Hybrid, proponendo un'immagine di lusso moderno, ispirato e consapevole.

NOWNESS ROOM A WOMAN'S WORK

Three days of carefully curated NOWNESS content featuring both recent films and stories from the archive with a special focus on "Women in Clothes", a series of films exploring women's deeply personal and complex relationship with clothes. NOWNESS Editor in Chief Claudia Donaldson presents 'A Woman's Work' a conversation featuring an all female panel of luminaries from the world of Art, Design, Fashion and Film. Discover what makes these excellent women tick as we chart their career paths from beginning to present day and learn more about the pivotal moments, which have shaped their careers. This session will also include an exclusive premiere of a film from NOWNESS upcoming Define Beauty series.

Tre giorni di contenuti speciali curati da NOWNESS: film recenti e storie d'archivio con un focus particolare su "Women in Clothes", una serie di film che esplora il rapporto complesso e profondamente personale delle donne nei confronti dell'abbigliamento. La direttrice di NOWNESS Claudia Donaldson presenta "A Woman's Work", una conversazione con tutte le eccellenze femminili del mondo dell'Arte, del Design, della Moda e del Cinema. Scopriremo cosa ha segnato i percorsi professionali di queste donne straordinarie, dagli esordi al presente attuale, e comprenderemo meglio il momento centrale che ha dato forma alle loro carriere. Questo incontro includerà la prima visione in esclusiva, di un film tratto dalla serie in prossima uscita "Define Beauty".

STATEMENT ROOM

A room dedicated to talks and debates, moderated by the senior photo editor of Vogue Italia and L'Uomo Vogue Alessia Gaviano, with several industry professionals. In addition the room presents the fashion films made by videoartists, experimental directors and photographers, chosen by brands and magazines for their personal vision coming from artistic experiences not related to the fashion world.

Una sala dedicata a talk e dibattiti, moderati dalla senior photo editor di Vogue Italia e dell'Uomo Vogue Alessia Gaviano, con vari professionisti del settore. Inoltre la sala ospita la raccolta di quei fashion film realizzati da videoartisti, registi e fotografi sperimentali, scelti da brand e magazine per la loro personale visione proveniente da esperienze artistiche non correlate al mondo moda.

PROGRAM

SUNDAY SEPTEMBER 20TH

11:30 AM OFFICIAL SELECTION SCREENING ROOM (SALA 400)
SCREENING CAPSULE 1

11:30 AM STATEMENT ROOM (SALA 200)
SCREENING CAPSULE 5

12:00 AM NOWNESS ROOM (SALA 100)
SCREENING NOWNESS CURATED CONTENTS

12:30 AM NOWNESS ROOM (SALA 100)
SCREENING BEST OF FFFMILANO 2014

2:30 PM NOWNESS ROOM (SALA 100)
SCREENING NOWNESS CURATED CONTENTS

3:00 PM NOWNESS ROOM (SALA 100)
SCREENING JONAS MEKAS DOCUMENTARY BY FFFMILANO

3:00 PM OFFICIAL SELECTION SCREENING ROOM (SALA 400)
SCREENING CAPSULE 2

3:00 PM STATEMENT ROOM (SALA 200)
SCREENING CAPSULE 6

4:30 PM NOWNESS ROOM (SALA 100)
SCREENING NOWNESS CURATED CONTENTS

5:00 PM STATEMENT ROOM (SALA 200)
NOWNESS TALK MODERATED BY CLAUDIA DONALDSON

5:00 PM NOWNESS ROOM (SALA 100)
SCREENING BEST OF FFFMILANO 2014

6:30 PM NOWNESS ROOM (SALA 100)
SCREENING NOWNESS CURATED CONTENTS

7:00 PM OFFICIAL SELECTION SCREENING ROOM (SALA 400)
SCREENING CAPSULE 3

7:00 PM STATEMENT ROOM (SALA 200)
SCREENING CAPSULE 7

7:30 PM NOWNESS ROOM (SALA 100)
SCREENING JONAS MEKAS DOCUMENTARY BY FFFMILANO

9:00 PM NOWNESS ROOM (SALA 100)
SCREENING NOWNESS CURATED CONTENTS

9:30 PM OFFICIAL SELECTION SCREENING ROOM (SALA 400)
SCREENING CAPSULE 4

9:30 PM STATEMENT ROOM (SALA 200)
SCREENING CAPSULE 8

"MERCEDES BENZ" PRESENTS: "15 SECONDS FASHION FILMS"

MONDAY SEPTEMBER 21ST

11:00 AM OFFICIAL SELECTION SCREENING ROOM (SALA 400)
SCREENING SPECIAL CAPSULE PART. 1 **FREE ENTRANCE**

11:00 AM STATEMENT ROOM (SALA 200)
SCREENING SPECIAL CAPSULE PART. 1 **FREE ENTRANCE**

12:00 AM NOWNESS ROOM (SALA 100)
SCREENING NOWNESS CURATED CONTENTS

12:30 AM NOWNESS ROOM (SALA 100)
SCREENING BEST OF FFFMILANO 2014

2:00 PM STATEMENT ROOM (SALA 200)
SCREENING CAPSULE 1

2:00 PM NOWNESS ROOM (SALA 100)
SCREENING NOWNESS CURATED CONTENTS

2:30 PM OFFICIAL SELECTION SCREENING ROOM (SALA 400)
SCREENING CAPSULE 5

3:00 PM NOWNESS ROOM (SALA 100)
SCREENING JONAS MEKAS DOCUMENTARY BY FFFMILANO

PROGRAM

4:00 PM STATEMENT ROOM (SALA 200)

SCREENING STATEMENT CAPSULE

4:30 PM NOWNESS ROOM (SALA 100)

SCREENING NOWNESS CURATED CONTENTS

5:00 PM STATEMENT ROOM (SALA 200)

TALK WITH ALESSIA GLAVIANO AND BRUNO AVEILLAN

5:00 PM NOWNESS ROOM (SALA 100)

SCREENING BEST OF FFFMILANO 2014

6:30 PM NOWNESS ROOM (SALA 100)

SCREENING NOWNESS CURATED CONTENTS

7:00 PM OFFICIAL SELECTION SCREENING ROOM (SALA 400)

SCREENING CAPSULE 6

7:00 PM STATEMENT ROOM (SALA 200)

SCREENING CAPSULE 2

7:30 PM NOWNESS ROOM (SALA 100)

SCREENING JONAS MEKAS DOCUMENTARY BY FFFMILANO

9:00 PM NOWNESS ROOM (SALA 100)

SCREENING NOWNESS CURATED CONTENTS

9:30 PM OFFICIAL SELECTION SCREENING ROOM (SALA 400)

SCREENING CAPSULE 7

9:30 PM STATEMENT ROOM (SALA 200)

SCREENING CAPSULE 3

"MERCEDES BENZ" PRESENTS: "15 SECONDS FASHION FILMS"

TUESDAY SEPTEMBER 22ND

11:00 AM OFFICIAL SELECTION SCREENING ROOM (SALA 400)

SCREENING SPECIAL CAPSULE PART. 2

FREE ENTRANCE

11:00 AM STATEMENT ROOM (SALA 200)

SCREENING SPECIAL CAPSULE PART. 2

FREE ENTRANCE

PROGRAM

12:00 AM NOWNESS ROOM (SALA 100)

SCREENING NOWNESS CURATED CONTENTS

12:30 AM NOWNESS ROOM (SALA 100)

SCREENING BEST OF FFFMILANO 2014

2:00 PM NOWNESS ROOM (SALA 100)

SCREENING NOWNESS CURATED CONTENTS

2:30 PM OFFICIAL SELECTION SCREENING ROOM (SALA 400)

SCREENING CAPSULE 8

2:30 PM STATEMENT ROOM (SALA 200)

SCREENING CAPSULE 4

3:00 PM NOWNESS ROOM (SALA 100)

SCREENING JONAS MEKAS DOCUMENTARY BY FFFMILANO

4:00 PM STATEMENT ROOM (SALA 200)

TALK WITH ALESSIA GLAVIANO AND RANKIN

4:30 PM NOWNESS ROOM (SALA 100)

SCREENING NOWNESS CURATED CONTENTS

5:00 PM NOWNESS ROOM (SALA 100)

SCREENING BEST OF FFFMILANO 2014

6:30 PM NOWNESS ROOM (SALA 100)

SCREENING NOWNESS CURATED CONTENTS

7:00 PM OFFICIAL SELECTION SCREENING ROOM (SALA 400)

AWARD CEREMONY

7:00 PM STATEMENT ROOM (SALA 200)

STREAMING AWARD CEREMONY

7:30 PM NOWNESS ROOM (SALA 100)

SCREENING JONAS MEKAS DOCUMENTARY BY FFFMILANO

"MERCEDES BENZ" PRESENTS: "15 SECONDS FASHION FILMS"

FOR TICKETS GO TO FFFMILANO.COM/TICKETS

CAPSULE 1

TIMING: 80:87 MINUTES



FILM TITLE: HERE NOW
DIRECTOR: GREGG ARAKI
BRAND: KENZO
COUNTRY: FRANCE



FILM TITLE: ANOMALY
DIRECTOR: ALEXA KAROLINSKI
COUNTRY: GERMAN



FILM TITLE: OUT OF FLUX
DIRECTOR: ANAFELLE LIU
BRAND: VANN KWOK
COUNTRY: UNITED KINGDOM



FILM TITLE: EAT IT
DIRECTOR: FUNA YE
BRAND: CHICTOPIA
COUNTRY: CHINA



FILM TITLE: REBEL
DIRECTOR: LACEY
BRAND: DETAILS MAGAZINE
COUNTRY: UNITED KINGDOM



FILM TITLE: THE SOUND OF COS
DIRECTOR: LERNERT AND SANDER
BRAND: COS
COUNTRY: UNITED KINGDOM



FILM TITLE: COLLECTOR OF CURIOSITIES
DIRECTOR: REGINA SEPP
BRAND: LISI HERREBRUGH
COUNTRY: NETHERLANDS



FILM TITLE: THAT'S PITTICOLOR!
DIRECTOR: LUCA FINOTTI
BRAND: PITTI IMMAGINE
COUNTRY: ITALY



FILM TITLE: LUISA & VICTORIA-MEOW
DIRECTOR: ANDREA BRATTI
BRAND: LUISA & VICTORIA
COUNTRY: ITALY



FILM TITLE: FLYING
DIRECTOR: WANGYONG
BRAND: RED PHOENIX/ GULIN
COUNTRY: CHINA



FILM TITLE: LAZZARI GIRL
DIRECTOR: ROBERTO DELVOI
BRAND: LAZZARI
COUNTRY: ITALY



FILM TITLE: ONE DAY
DIRECTOR: MOTOTAKE MAKISHIMA
BRAND: TOOGOOD
COUNTRY: UNITED KINGDOM



FILM TITLE: ONE TO TWENTY NINE
DIRECTOR: DENNISON BERTRAM
BRAND: MARIANNA SENCHINA
JEFFREY CAMPBELL
COUNTRY: ITALY



FILM TITLE: C.B.A.G.
DIRECTOR: BEPPE RADOGNA
BRAND: PAULA CADEMARTORI
COUNTRY: ITALY



FILM TITLE: **BIMBA Y LOLA-TROPICANA**
 DIRECTOR: **CANADA**
 BRAND: **BIMBA Y LOLA**
 COUNTRY: **SPAIN**



FILM TITLE: **8 WAYS TO GED RID THE HICCUPS**
 DIRECTOR: **MARCO ADAMO GRAZIOSI AND MARIA HOST-IVESSICH**
 BRAND: **MISSONI**
 COUNTRY: **ITALY**



FILM TITLE: **COLOR RICHE**
 DIRECTOR: **BRUNO AVEILLAN**
 BRAND: **L'OREAL**
 COUNTRY: **FRANCE**



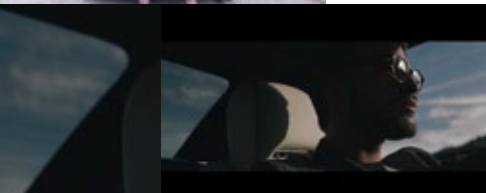
FILM TITLE: **FOUR AS ONE**
 DIRECTOR: **AMANDA CHARCHIAN**
 BRAND: **MICHAEL VAN DER HAM**
 COUNTRY: **USA**



FILM TITLE: **EL CORTE INGLÉS PRIMAVERA 2015**
 DIRECTOR: **SÉBASTIEN GROUSSET**
 BRAND: **EL CORTE INGLÉS**
 COUNTRY: **SPAIN**



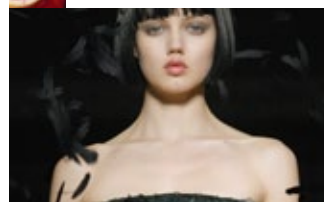
FILM TITLE: **THE JOURNEY**
 DIRECTOR: **MONICA MENEZ**
 BRAND: **SMODA MAGAZIN SPAIN**
 COUNTRY: **GERMAN**



FILM TITLE: **HUGO BOSS EYEWEAR SS15**
 DIRECTOR: **LUCA CAON**
 BRAND: **HUGO BOSS**
 COUNTRY: **ITALY**



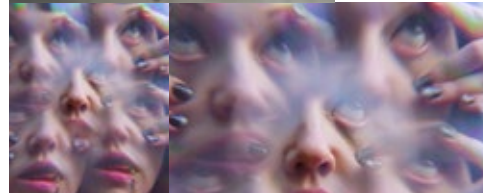
FILM TITLE: **A FINE HUNTER ADVENTURE**
 DIRECTOR: **MAT MAILAND**
 BRAND: **HUNTER ORIGINAL**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **GARAGE MAGAZINE SPRING 15COLLECTION**
 DIRECTOR: **YVAN FABING**
 BRAND: **GARAGE MAGAZINE**
 COUNTRY: **UNITED KINGDOM**



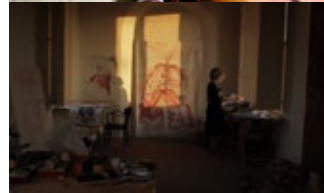
FILM TITLE: **THE CHARM**
 DIRECTOR: **DAVID VERGÉS**
 BRAND: **TERESA HELBIG**
 COUNTRY: **SPAIN**



FILM TITLE: **TOP SHOP X KATE MOSS: BETH DITTO**
 DIRECTOR: **LEIGH JOHNSON**
 BRAND: **TOPSHOP/NOWNESS**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **ELLAR, TAXES**
 DIRECTOR: **EUNHA SANDY KIM**
 COUNTRY: **CHINA**



FILM TITLE: **WOMEN IN ART**
 DIRECTOR: **LUCA MERLI**
 BRAND: **MARIECLAIRE**
 COUNTRY: **ITALY**



FILM TITLE: **TRU TRUSSARDI SS 15**
 DIRECTOR: **LUCA MAININI**
 BRAND: **TRU TRUSSARDI**
 COUNTRY: **ITALY**



FILM TITLE: **RIVER ISLAND X JAMES LONG**
 DIRECTOR: **MENNO FOKMA**
 BRAND: **RIVER ISLAND, JAMES LONG**
 COUNTRY: **UNITED KINGDOM**





FILM TITLE: **THE JEANMAKER**
 DIRECTOR: **HUGO KEIJZER**
 BRAND: **DENHAM THE JEANMAKER**
 COUNTRY: **NETHERLANDS**



FILM TITLE: **THREE RIVERS**
 BRAND: **GOLDEN GOOSE DELUXE BRAND**
 DIRECTOR: **MARCO PRESTINI**
 COUNTRY: **ITALY**

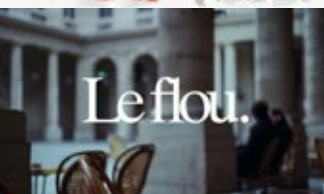


CAPSULE 2

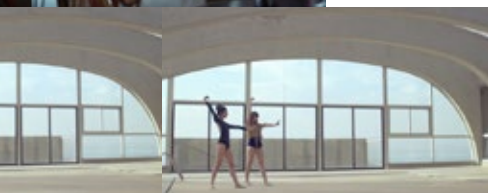
TIMING: 74:90 MINUTES



FILM TITLE: **ANNA AND MARCEL**
 DIRECTOR: **IVO BISIGNANO**
 COUNTRY: **ITALY**



FILM TITLE: **LE FLOU**
 BRAND: **CHLOÉ**
 COUNTRY: **FRANCE**



FILM TITLE: **DANSE À DEUX TEMPS**
 DIRECTOR: **JESSY MOUSSALLEM**
 BRAND: **VANINA**
 COUNTRY: **LEBANON**



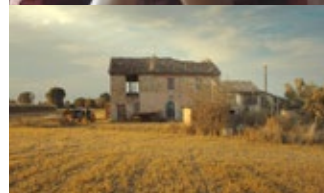
FILM TITLE: **DESTINO**
 DIRECTOR: **MARIA SOLE TOGNAZZI**
 BRAND: **BORBONESE SPA**
 COUNTRY: **ITALY**



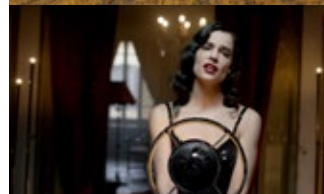
FILM TITLE: **MARIE CLAIRE MAGIC ACCESSOIRES**
 DIRECTOR: **TONI MENEGUZZO**
 COUNTRY: **ITALY**



FILM TITLE: **THE AWAKENING**
 DIRECTOR: **MATTEO LINGUITI**
 BRAND: **ANTONIO MARRAS**
 COUNTRY: **ITALY**



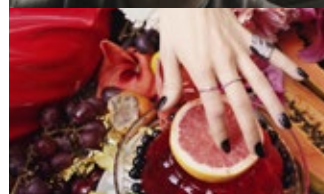
FILM TITLE: **THE GOOD ITALIAN**
 DIRECTOR: **EMANUELE DI BACCO**
 BRAND: **CARUSO MENSWEAR**
 COUNTRY: **ITALY**



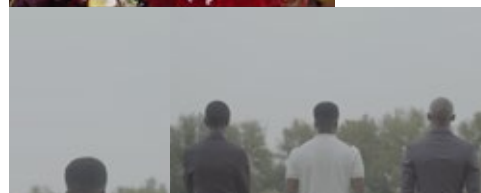
FILM TITLE: **DEVILISH, THE DEED**
 DIRECTOR: **KARMACHINA**
 BRAND: **VIC MATIÈ**
 COUNTRY: **ITALY**



FILM TITLE: **THE EVOCATIVE DESTINATION**
 DIRECTOR: **ALBERTO COLOMBO**
 BRAND: **SALVATORE FERRAGAMO**
 COUNTRY: **ITALY**



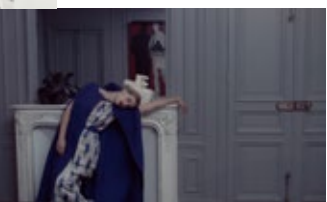
FILM TITLE: **L'IMAGE**
 DIRECTOR: **CAN EVIGN**
 BRAND: **PURPLE MAGAZINE**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **BUTTON UP BOWLING**
 DIRECTOR: **MEJA SHOBA**
 BRAND: **BEN SHERMAN**
 COUNTRY: **SOUTH AFRICA**



FILM TITLE: **WONDERS NEVER CEASE**
 DIRECTOR: **CROWNS & OWLS**
 BRAND: **TED BAKER**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **WUNDERKAMMER**
 DIRECTOR: **PAOLO SANTAMBROGIO**
 BRAND: **CATERINA GATTA**
 COUNTRY: **ITALY**



FILM TITLE: **CELIA BIRTHWELL**
 DIRECTOR: **VIRGILIO VILLORESI**
 BRAND: **VALENTINO**
 COUNTRY: **ITALY**



FILM TITLE: **THE NEW SOVEREIGNTY**
 DIRECTOR: **ACE NORTON**
 BRAND: **RHIE'**
 COUNTRY: **USA**



FILM TITLE: **LANVIN SS15**
 DIRECTOR: **TIM WALKER**
 BRAND: **LANVIN**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **BREAKING RULES**
 DIRECTOR: **VICTOR CLARAMUNT**
 BRAND: **BIBILOU**
 COUNTRY: **SPAIN**



FILM TITLE: **SOPOPULAR AW 14/15 X**
 DIRECTOR: **TATJANA MEIRELLES**
 BRAND: **SOPOPULAR**
 COUNTRY: **GERMANY**



FILM TITLE: **MODELS NEVER TALK**
 DIRECTOR: **GAIA SQUARCI**
 BRAND: **VOGUE.COM**
 COUNTRY: **USA**



FILM TITLE: **HIGH TIDE**
 DIRECTOR: **ALBER MOYA**
 BRAND: **DRIES VAN NOTEN**
 COUNTRY: **USA**



FILM TITLE: **GOOD MORNING, PALLAS ATHENA**
 DIRECTOR: **EMIR ERALP**
 BRAND: **DICE KAYEK, OYE SWIMWEAR**
 COUNTRY: **TURKEY**



FILM TITLE: **RITUAL OF THE FALL**
 DIRECTOR: **KATHY ROSE**
 COUNTRY: **USA**



FILM TITLE: **UNDER**
 DIRECTOR: **KEVIN FRILET**
 BRAND: **ANNE LAURE NICOLAS**
 COUNTRY: **FRANCE**



FILM TITLE: **"OH, L'AMOUR!"**
 DIRECTOR: **STÉPHANIE CROIBIEN**
 BRAND: **MÉMOIRE UNIVERSELLE**
 COUNTRY: **BELGIUM**

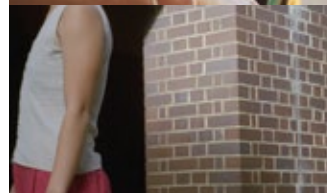


CAPSULE3

TIMING: 86:07 MINUTES



FILM TITLE: **FORGING HEARTS**
 DIRECTOR: **DAVID SCHAGERSTRÖM**
 BRAND: **SEEME**
 COUNTRY: **NETHERLANDS**



FILM TITLE: **AT THE END**
 DIRECTOR: **CHIARA BROGGI AND AMY DANG**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **LE FIX SS15**
 DIRECTOR: **LASSE MARTINUSSEN**
 BRAND: **LE FIX**
 COUNTRY: **DENMARK**



FILM TITLE: **THE ARTIST IS ABSENT**
 DIRECTOR: **ALISON CHERNICK**
 BRAND: **YOOX GROUP**
 COUNTRY: **USA**



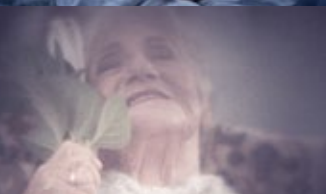
FILM TITLE: **THE TURBAN**
 DIRECTOR: **MARK HARTMAN**
 BRAND: **VOGUE.COM**
 COUNTRY: **USA**



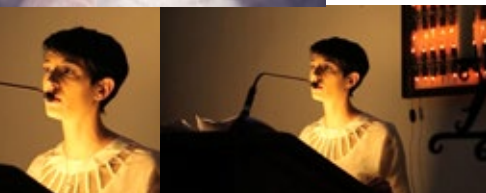
FILM TITLE: **HOMEWARD (LOST- HIS SIDE)**
 DIRECTOR: **PHILLIP MONTGOMERY & JOSH FRANER**
 BRAND: **BUCK MASON & FOR LOVE AND LEMONS**
 COUNTRY: **USA**



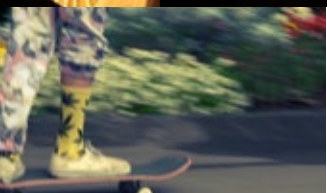
FILM TITLE: **HOMEWARD (FOUND- HER SIDE)**
 DIRECTOR: **PHILLIP MONTGOMERY & JOSH FRANER**
 BRAND: **BUCK MASON & FOR LOVE AND LEMONS**
 COUNTRY: **USA**



FILM TITLE: **TO ME, FAIR FRIEND, YOU NEVER CAN BE OLD**
 DIRECTOR: **ANDREA DAL MARTELLO**
 BRAND: **MATTEO DOMENICHETTI**
 COUNTRY: **ITALY**



FILM TITLE: **TRABALHO DE CONCENTRAÇÃO**
 DIRECTOR: **ALEX POSSATI**
 BRAND: **LUDOVICA AMATI**
 COUNTRY: **ITALY**



FILM TITLE: **LIFE IS ONE OF THE HARDEST**
 DIRECTOR: **MANUEL SCHIBLI**
 BRAND: **JULIAN ZIGERLI**
 COUNTRY: **SWITZERLAND**



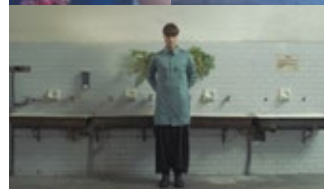
FILM TITLE: **TURN OF BREATH**
 DIRECTOR: **KAENIPA PHANAKORN**
 BRAND: **DUSK TILL' DAWN**
 COUNTRY: **THAILAND**



FILM TITLE: **DOPPELSTANDARD**
 DIRECTOR: **CHARLOTTE RABATE**
 BRAND: **DOPPELSTANDARD**
 COUNTRY: **USA**



FILM TITLE: **WE WERE IN LOVE**
 DIRECTOR: **RALLY CIOBANU**
 BRAND: **YUMI**
 COUNTRY: **UNITED KINGDOM**



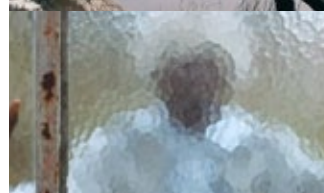
FILM TITLE: **HOLD OUT**
 DIRECTOR: **LUIGI VITIELLO**
 BRAND: **RODOLFO PAOLETTI**
 COUNTRY: **ITALY**



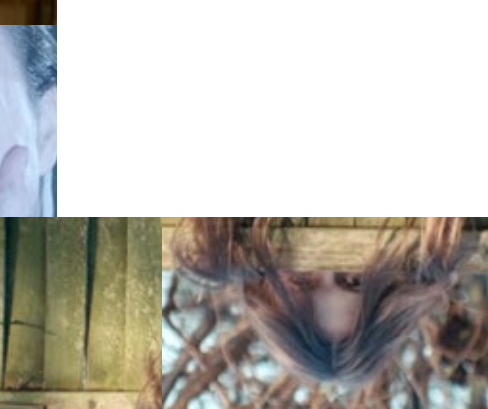
FILM TITLE: **WABI-SABI**
 DIRECTOR: **YUSUKE OISHI @ MARCO MONK FILM**
 COUNTRY: **CHINA**



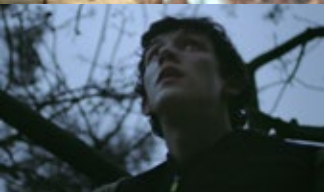
FILM TITLE: **ASCENSIONS SERIES / THFKDLF / HIGHSNOBIETY**
 DIRECTOR: **NAIVE STUDIO / JONATHAN EDWARDS**
 BRAND: **THFKDLF / HIGHSNOBIETY / NAIVE**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **UN RUBAN AUTOUR D'UNE BOMBE**
 DIRECTOR: **AMBRE CARDINAL**
 BRAND: **KENTA MATSUSHIGE**
 COUNTRY: **FRANCE**



FILM TITLE: **BAUM UND PFERDGARTEN SS15**
DIRECTOR: **MARTIN GARDE ABILDGAARD**
BRAND: **BAUM UND PFERDGARTEN**
COUNTRY: **DENMARK**



FILM TITLE: **ARTHUR THAT MOVES**
DIRECTOR: **DANIEL KRAGH JACOBSON**
BRAND: **PULL & BEAR**
COUNTRY: **UNITED KINGDOM**



FILM TITLE: **'STAND UP FOR FIT' – THE BEACH BLOOPER**
DIRECTOR: **PING**
BRAND: **TRIUMPH**
COUNTRY: **UNITED KINGDOM**



FILM TITLE: **KEAJAIBAN/MIRACLE**
DIRECTOR: **LOONG WAH**
COUNTRY: **MALAYSIA**



FILM TITLE: **A SATURDAY WITH ZIM OF BLACK SHADOW (TOKYO)**
DIRECTOR: **ANTONY CROOK**
BRAND: **MR. PORTER**
COUNTRY: **UNITED KINGDOM**



FILM TITLE: **MELTING THE MEMORY OF SITTING AT A TABLE IN OUR GRANDPARENTS' LIVING ROOM WHILE WATCHING TV ON A SMALL SCREEN.**
DIRECTOR: **WUETHRICHFUERST X SÉBASTIEN KÜHNE**
BRAND: **WUETHRICHFUERST**
COUNTRY: **SWITZERLAND**



FILM TITLE: **MON CHER**
BRAND: **CHLOÉ**
COUNTRY: **FRANCE**



CAPSULE4

TIMING: 88:38 MINUTES



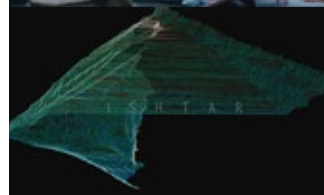
FILM TITLE: **VOTE AUDREY**
DIRECTOR: **LENA DUNHAM**
BRAND: **& OTHER STORY**
COUNTRY: **SWEDEN**



FILM TITLE: **IRIS & DURO**
DIRECTOR: **LEIGH JOHNSON**
BRAND: **NOWNESS**
COUNTRY: **UNITED KINGDOM**



FILM TITLE: **AGENDER**
DIRECTOR: **KATHRYN FERGUSON & ALEX TURVEY**
BRAND: **SELFRIDGES**
COUNTRY: **UNITED KINGDOM**



FILM TITLE: **ISHTAR**
DIRECTOR: **MARTA DI FRANCESCO**
BRAND: **ALEXANDRA GROOVER**
COUNTRY: **UNITED KINGDOM**



FILM TITLE: **HECTOR**
DIRECTOR: **EORI WAKAKUWA**
BRAND: **HECTOR MAGAZINE / HOSTEM**
COUNTRY: **NETHERLANDS**



FILM TITLE: **DANCEFLOOR**
DIRECTOR: **LORI GIRGENTI / ENRICO BOCCIOLETTI**
BRAND: **MARIOS**
COUNTRY: **ITALY**



FILM TITLE: **COLLECTOR OF CURIOSITIES**
 DIRECTOR: **REGINA SEPP**
 BRAND: **LISI HERREBRUGH**
 COUNTRY: **NETHERLANDS**



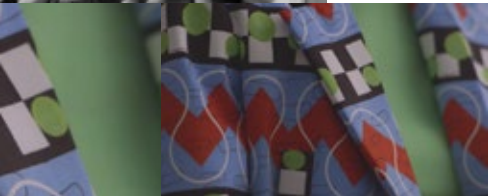
FILM TITLE: **HANDBAGS FOR THE LEADING LADY**
 DIRECTOR: **CHARLOTTE OLYMPIA, ILLUSTRATED BY CLYM EVERNDEN**
 BRAND: **CHARLOTTE OLYMPIA**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **ESSENCE**
 DIRECTOR: **FRANCESCO TORRICELLA**
 BRAND: **ETRO**
 COUNTRY: **ITALY**



FILM TITLE: **THREE SISTERS**
 DIRECTOR: **ANNA BAUMGART**
 BRAND: **ANNA BAUMGART**
 COUNTRY: **UNITED KINGDOM**



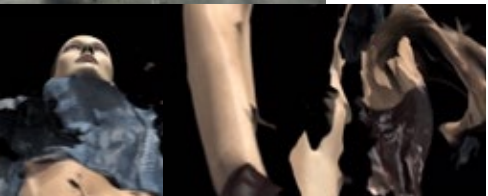
FILM TITLE: **LIGHTROOMS**
 DIRECTOR: **MASSIMILIANO BOMBA**
 BRAND: **ARTHUR ARBESSER**
 COUNTRY: **ITALY**



FILM TITLE: **DANCING WITH THE STARS**
 DIRECTOR: **KANNY CHANG**
 COUNTRY: **CHINA**



FILM TITLE: **SHAPE YOUR TIME**
 DIRECTOR: **BRUNO AVAILLAN**
 BRAND: **CARTIER**
 COUNTRY: **FRANCE**



FILM TITLE: **THE DIGITAL ISSUE**
 DIRECTOR: **DANIEL SANNWALD**
 BRAND: **ANTIDOT MAGAZINE**
 COUNTRY: **USA/FRANCE**



FILM TITLE: **BAGS**
 DIRECTOR: **SENIO ZAPRUDER**
 BRAND: **DSQUARED2**
 COUNTRY: **ITALY**



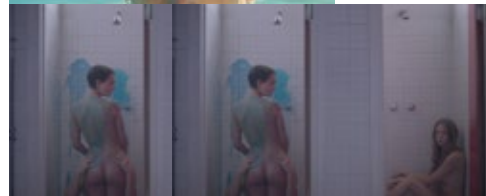
FILM TITLE: **DESIRE**
 DIRECTOR: **HALA MATAR**
 BRAND: **VIVIENNE WESTWOOD**
 COUNTRY: **BAHARAIN**



FILM TITLE: **THE MECHANICAL MAN OF THE MOON**
 DIRECTOR: **TIM WALKER**
 BRAND: **VOGUE ITALIA**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **JUMPER**
 DIRECTOR: **JUSTIN ANDERSON**
 BRAND: **JONATHAN SAUNDERS**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **MISOCROMIA #1**
 DIRECTOR: **LEONE BALDUZZI**
 BRAND: **LUCIO VANOTTI**
 COUNTRY: **ITALY**



FILM TITLE: **PIPPIN AND THE PURSUITS OF LIFE**
 DIRECTOR: **FEMKE HUURDEMAN**
 BRAND: **MAAIKE FRANSEN**
 COUNTRY: **NETHERLANDS**



FILM TITLE: **IMMACULATE HIGH**
 DIRECTOR: **WISSA**
 BRAND: **STONED IMMACULATE VINTAGE**
 COUNTRY: **USA**





FILM TITLE: **THE MOST IMPORTANT THING EVER**
 DIRECTOR: **STEPHANIE BLANCHARD**
 BRAND: **VINTAGE CLOTHES**
 COUNTRY: **ITALY**



FILM TITLE: **POWWOW**
 DIRECTOR: **KEELEY GOULD**
 BRAND: **NATIVE AMERICAN CULTURAL DRESS**
 COUNTRY: **USA**



FILM TITLE: **X**
 DIRECTOR: **RANKIN, VICKY LAWTON, DAVID ALLAIN, BRONWEN PARKER-RHODES, TRISHA WARD, DAMIEN FRY, JO HUNT**
 BRAND: **COCO DE MER**
 COUNTRY: **UNITED KINGDOM**



CAPSULE 5

TIMING: 81:62 MINUTES



FILM TITLE: **FUTURE RELIC 03**
 DIRECTOR: **DANIEL ARSHAM**
 BRAND: **BYBORRE / HENDERScheme**
 COUNTRY: **USA**



FILM TITLE: **EMBRYO**
 DIRECTOR: **ARICE**
 BRAND: **ARICE**
 COUNTRY: **IRELAND**



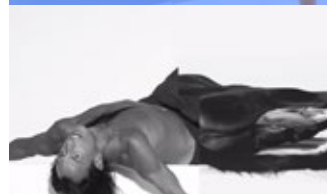
FILM TITLE: **MARINA ABRAMOVIC**
 DIRECTOR: **RICCARDO & ALESSANDRO PIETRANTONIO**
 BRAND: **COSTUME NATIONAL**
 COUNTRY: **ITALY**



FILM TITLE: **SHIRT CONTAINER**
 DIRECTOR: **ANNA BAUMGART**
 BRAND: **ANNA BAUMGART**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **SPRING SUMMER 2015 DC**
 DIRECTOR: **LISA PACLET**
 BRAND: **ISSEY MIYAKE**
 COUNTRY: **FRANCE**



FILM TITLE: **RO HF**
 DIRECTOR: **DANIELLE LEVITT**
 BRAND: **RICK OWENS**
 COUNTRY: **USA**



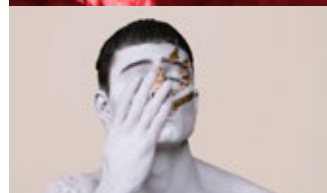
FILM TITLE: **THE ONE AND ONLY**
 DIRECTOR: **GOLGOTHA**
 BRAND: **JULIAN ZIGERLI**
 COUNTRY: **FRANCE**



FILM TITLE: **THE LEGEND OF LADY WHITE SNAKE**
 DIRECTOR: **INDRANI PAL-CHAUDHURI**
 BRAND: **MAC COSMETICS**
 COUNTRY: **USA**



FILM TITLE: **HOOD BY AIR'S MOMA HOUSE PARTY**
 DIRECTOR: **GAIA SQUARCI**
 BRAND: **HOOD BY AIR – SHAYNE OLIVER**
 COUNTRY: **USA**



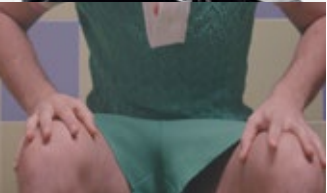
FILM TITLE: **CAMPER SPRING / SUMMER 2015 CAMPAIGN**
 DIRECTOR: **DANIEL SANNWALD**
 BRAND: **CAMPER**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **DONATELLA VERSACE ICE BUCKET CHALLENGE**
 BRAND: **VERSACE**
 COUNTRY: **ITALY**



FILM TITLE: **RAG & BONE: A STUDY OF MOVEMENT**
 DIRECTOR: **GEORGIE GREVILLE**
 BRAND: **RAG & BONE**
 COUNTRY: **USA**



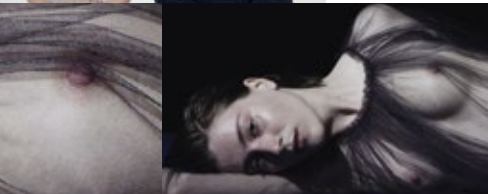
FILM TITLE: **WORKOUT**
 DIRECTOR: **PRISCILLA SANTINELLI**
 BRAND: **AU JOUR LE JOUR – AMERICAN APPAREL**
 COUNTRY: **ITALY**



FILM TITLE: **73 QUESTIONS WITH SARAH JESSICA PARKER**
 DIRECTOR: **JOE SABIA**
 BRAND: **VOGUE.COM**
 COUNTRY: **USA**



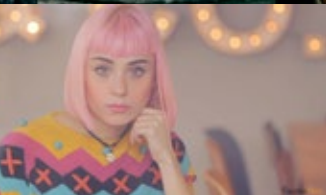
FILM TITLE: **H&M CHALLENGE**
 DIRECTOR: **JAVIERA HUIDOBRO**
 BRAND: **H&M**
 COUNTRY: **SPAIN**



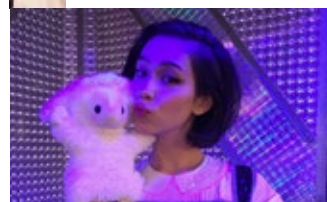
FILM TITLE: **MEMORY IMAGINATION REASON**
 DIRECTOR: **JONAS LINDSTROEM**
 BRAND: **KOSTAS MURKUDIS**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **THE HEARTBREAKING TALE OF LAURENT AND LARRY BOURGEOIS**
 DIRECTOR: **BRUNO MIOTTO**
 BRAND: **HOGAN REBEL**
 COUNTRY: **ITALY**



FILM TITLE: **A SONG FOR ELAINE**
 DIRECTOR: **INÉS DE LEON**
 BRAND: **MIRANDA FOR LYDIA**
 COUNTRY: **SPAIN**



FILM TITLE: **TEACHER'S PET**
 DIRECTOR: **RICKY SAIZ**
 BRAND: **OLYMPIA LE-TAN**
 COUNTRY: **FRANCE**



FILM TITLE: **A SATURDAY WITH WILL YUN LEE**
 DIRECTOR: **ANTONY CROOK**
 BRAND: **MR PORTER**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **ZAHO WEI**
 DIRECTOR: **MARIE SCHULLER**
 COUNTRY: **CHINA**



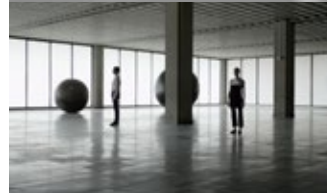
FILM TITLE: **MOO**
 DIRECTOR: **MARIE KRISTIANSEN**
 BRAND: **MOO**
 COUNTRY: **NORWAY**



FILM TITLE: **CUBISTIMENCO**
 DIRECTOR: **KATHY ROSE**
 COUNTRY: **USA**



FILM TITLE: **LOST SURVIVORS**
 DIRECTOR: **MARK BORTHWICK**
 BRAND: **ZERO MARIA CORNEJO**
 COUNTRY: **USA**



FILM TITLE: **MOVEMENT**
 DIRECTOR: **DANIEL ARSHAM**
 BRAND: **CALVIN KLEIN**
 COUNTRY: **USA**





CAPSULE 6

TIMING: 85:73 MINUTES



FILM TITLE: **ONE OF US**
DIRECTOR: **LINUS BRONGE & OSKAR PERNEFELDT**
BRAND: **PATRIK GUGGENBERGER & JOHANNA DELLENBRANDT**
COUNTRY: **SWEDEN**



FILM TITLE: **MENSONGE**
DIRECTOR: **VICTOR VANGER**
BRAND: **MENSONGE**
COUNTRY: **BELGIUM**



FILM TITLE: **VAULT**
DIRECTOR: **MARTA DI FRANCESCO**
BRAND: **JESSICA BUGG**
COUNTRY: **UNITED KINGDOM**



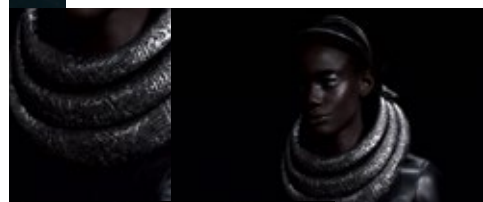
FILM TITLE: **MOVEMENT**
DIRECTOR: **RUTH HOGBEN**
BRAND: **GARETH PUGH**
COUNTRY: **UNITED KINGDOM**



FILM TITLE: **GARETH PUGH AW15**
DIRECTOR: **RUTH HOGBEN**
BRAND: **GARETH PUGH**
COUNTRY: **UNITED KINGDOM**



BRAND: **VALENTINO**
COUNTRY: **ITALY**



FILM TITLE: **BLACK MAMBA**
DIRECTOR: **ALINE LATA AND ÉRICO TOSCANO**
BRAND: **L'OFFICIEL BRASIL**
COUNTRY: **BRAZIL**



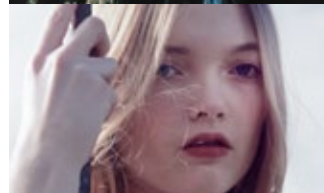
FILM TITLE: **CAI LA**
DIRECTOR: **MARIANNA JANUSZEWICZ**
BRAND: **TUAN NGUYEN**
COUNTRY: **GERMANY**



FILM TITLE: **THE REPLICANT**
DIRECTOR: **MATTEO CHERUBINO + DANIELE ZANZARI**
BRAND: **VESTALMAG.COM – ANNE SOFIE MADSEN**
COUNTRY: **ITALY**



FILM TITLE: **SYNDICATE. BASICISM.**
DIRECTOR: **SASHA STEKOLENKO**
BRAND: **SYNDICATE.**
COUNTRY: **UKRAINE**



FILM TITLE: **SUMMER OF LOVE**
DIRECTOR: **LEIGH JOHNSON**
BRAND: **TOPSHOP**
COUNTRY: **UNITED KINGDOM**



FILM TITLE: **THE BOX**
DIRECTOR: **KARINA TAIRA**
BRAND: **BLACK ORCHID**
COUNTRY: **FRANCE**



FILM TITLE: **WAR AND PEACE**
DIRECTOR: **WING SHYA**
BRAND: **ARETE / CATHERINE FUNG**
COUNTRY: **CHINA**



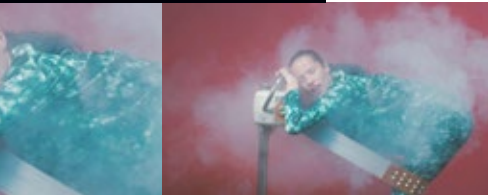
FILM TITLE: **THE UNFOLLOWERS**
DIRECTOR: **IVAN OLITA**
BRAND: **FARFETCH**
COUNTRY: **UNITED KINGDOM**



FILM TITLE: **GARAGE GIRLS**
 DIRECTOR: **RICKY SAIZ**
 BRAND: **GARAGE MAGAZINE**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **AMERICAN BLONDE**
 DIRECTOR: **HUGH LIPPE**
 BRAND: **W MAGAZINE**
 COUNTRY: **USA**



FILM TITLE: **FALLWINTERSPRING**
 DIRECTOR: **ASTRID SALOMON**
 BRAND: **MALAIKA RAISS**
 COUNTRY: **GERMANY**



FILM TITLE: **BEAUTY IS IN THE EYE OF THE BEHOLDER**
 DIRECTOR: **KAL KARMAN**
 BRAND: **GIORGIO ARMANI**
 COUNTRY: **ITALY**



FILM TITLE: **GUCCI MEN'S TAILORING**
 DIRECTOR: **RÉMI PARINGAUX**
 BRAND: **GUCCI**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **THE STORY OF THINGS**
 DIRECTOR: **CAROLINE KONING**
 BRAND: **SCOTCH & SODA**
 COUNTRY: **NETHERLANDS**



FILM TITLE: **SEARCHING FOR THE HORIZON**
 DIRECTOR: **ALBERTO COLOMBO / KAREN FILM**
 BRAND: **SALVATORE FERRAGAMO**
 COUNTRY: **ITALY**



FILM TITLE: **THE DRIVER**
 DIRECTOR: **MICHAEL PITT**
 BRAND: **RAG & BONE**
 COUNTRY: **USA**



CAPSULE 7

TIMING: 84:84 MINUTES



FILM TITLE: **MARCELO BURLON COUNTY OF MILAN II WOMENSWEAR F/W 2015-2016**
 DIRECTOR: **DANIEL SANNWALD**
 BRAND: **MARCELO BURLON COUNTY OF MILAN**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **BLOWING RICCARDO**
 DIRECTOR: **MARIE VIC**
 BRAND: **RICCARDO TISCI**
 COUNTRY: **USA**



FILM TITLE: **MARYAM NASSIR ZADEH FW15**
 DIRECTOR: **ANA KRAS & UDAY KAK**
 BRAND: **MARYAM NASSIR ZADEH**
 COUNTRY: **USA**



FILM TITLE: **ANAAK**
 DIRECTOR: **GEORGIA TRIBUIANI**
 BRAND: **ANAAK/MARISSA MAXIMO**
 COUNTRY: **USA**



FILM TITLE: **EMBODIES**
 DIRECTOR: **PIA BOLOGNESI, GIULIO BORSI**
 BRAND: **ATELIER IMPOPULAIRE**
 COUNTRY: **ITALY**



FILM TITLE: **LEGS ARE NOT DOORS**
 DIRECTOR: **HARLEY WEIR**
 BRAND: **PROENZA SCHOULER**
 COUNTRY: **USA**



FILM TITLE: **IMMACULATE HIGH**
 DIRECTOR: **WIISSA**
 BRAND: **STONED IMMACULATE VINTAGE**
 COUNTRY: **USA**



FILM TITLE: **PIGEON**
 DIRECTOR: **ALEXA KAROLINSKI**
 BRAND: **ECKHAUS LATTA**
 COUNTRY: **USA**



FILM TITLE: **DROPDEAD GORGEOUS**
 DIRECTOR: **GED**
 BRAND: **AGAINST NUDITY**
 COUNTRY: **CANADA**



FILM TITLE: **PEPA SALAZAR SS15 CAMPAIGN #1**
 DIRECTOR: **PEPA SALAZAR – CARLOS SAEZ**
 BRAND: **PEPA SALAZAR**
 COUNTRY: **SPAIN**



FILM TITLE: **MAGIC HATS**
 DIRECTOR: **JAKE SUMNER**
 BRAND: **ALLDAYEVERYDAY**
 COUNTRY: **USA**



FILM TITLE: **SHE MADE ME- VACATION REELS**
 DIRECTOR: **LUKE TYSOE**
 BRAND: **SHE MADE ME SWIMWEAR**
 COUNTRY: **AUSTRALIA**



FILM TITLE: **ALL I KNOW**
 DIRECTOR: **DANIEL KRAGH JACOBSEN**
 BRAND: **WASHED OUT**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **DOWNTOWN GALLERY SCREEN TESTS**
 DIRECTOR: **JULIEN CARLIER & AURELIEN HEILBRONN**
 BRAND: **ICEBERG**
 COUNTRY: **ITALY**



FILM TITLE: **FIELD TEST 2-DROP BALL**
 DIRECTOR: **BRINDLE COLLECTIVE / RUSSELL HOUGHTEN**
 BRAND: **OAMC SUNGLASSES**
 COUNTRY: **SWITZERLAND**



FILM TITLE: **RUTH FINLEY'S FASHION CALENDAR**
 DIRECTOR: **JOE SABIA**
 BRAND: **VOGUE.COM**
 COUNTRY: **USA**



FILM TITLE: **MAC FEATURING JOEY ARIAS**
 DIRECTOR: **CLARA CULLEN**
 BRAND: **MAC**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **ROBIN**
 DIRECTOR: **GIULIA ACHENZA**
 COUNTRY: **ITALY**

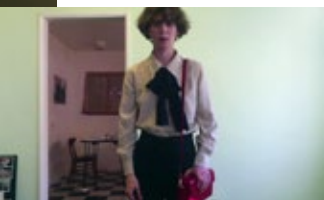


FILM TITLE: **RAPTURE OF THE PETALS**
 DIRECTOR: **KATHY ROSE**
 COUNTRY: **USA**



FILM TITLE: **MYKITA 2014**
 DIRECTOR: **MARK BORTHWICK**
 BRAND: **MYKITA**
 COUNTRY: **USA**

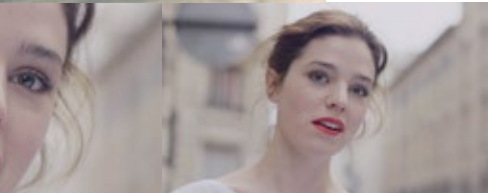




FILM TITLE: **MIRANDA JULY INTRODUCES THE MIRANDA**
 DIRECTOR: **MIRANDA JULY**
 BRAND: **WELCOMECOMPANIONS**
 COUNTRY: **USA**



FILM TITLE: **LES FLÂNEURS D'HERMÈS**
 DIRECTOR: **OLIVER HADLEE-PEARCH**
 BRAND: **HERMES**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **EXERCICES OF SEDUCTION IN THE CITY**
 DIRECTOR: **LUDOVIC ZULI**
 BRAND: **SONIA BY SONIA RYKIEL**
 COUNTRY: **FRANCE**



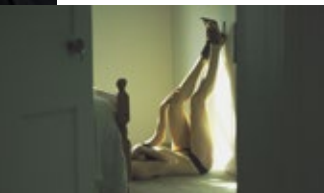
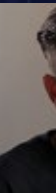
FILM TITLE: **UNA FILLE**
 BRAND: **CHLOË**
 COUNTRY: **FRANCE**



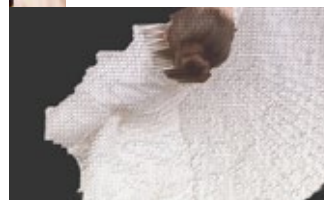
FILM TITLE: **WHO COULD EVER LEARN TO LOVE A BEAST?**
 DIRECTOR: **PRISCILLA SANTINELLI**
 BRAND: **DANIELE ALESSANDRINI – FARAH – TWIN SET**
 COUNTRY: **ITALY**

CAPSULE 8

TIMING: 83:44 MINUTES



FILM TITLE: **X**
 DIRECTOR: **RANKIN, VICKY LAWTON, DAVID ALLAIN, BRONWEN PARKER-RHODES, TRISHA WARD, DAMIEN FRY, JO HUNT**
 BRAND: **COCO DE MER**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **VAULT**
 DIRECTOR: **MARTA DI FRANCESCO**
 BRAND: **JESSICA BUGG**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **DONATELLA VERSACE ICE BUCKET CHALLENGE**
 BRAND: **VERSACE**
 COUNTRY: **ITALY**



FILM TITLE: **THE ONE AND ONLY**
 DIRECTOR: **GOLGOTHA**
 BRAND: **JULIAN ZIGERLI**
 COUNTRY: **FRANCE**



FILM TITLE: **DIFFERENZE**
 DIRECTOR: **EORI WAKAKUWA**
 BRAND: **TEATRO CONTATTO (ART PROJECT OF THEATRE IN UDINE, ITALY)**
 COUNTRY: **NETHERLANDS**



FILM TITLE: **DREAMERS**
 DIRECTOR: **SANTIAGO & MAURICIO**
 BRAND: **LOVE MAGAZINE**
 COUNTRY: **USA**



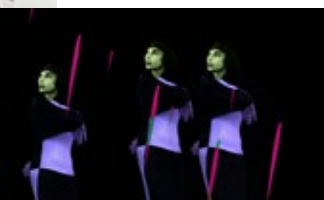
FILM TITLE: **ALEPH**
 DIRECTOR: **WARREN & NICK**
 BRAND: **CREATIVE AWARDS**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **THE BEAUTY PROJECT: CHANGE IS A BEAUTIFUL THING**
 DIRECTOR: **KATHRYN FERGUSON**
 BRAND: **SELFRIDGES**
 COUNTRY: **UNITED KINGDOM**



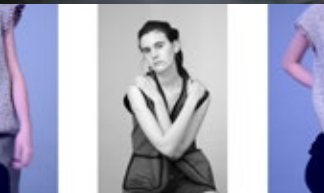
FILM TITLE: **ZAHO WEI**
 DIRECTOR: **MAIRE SCHULLER**
 COUNTRY: **CHINA**



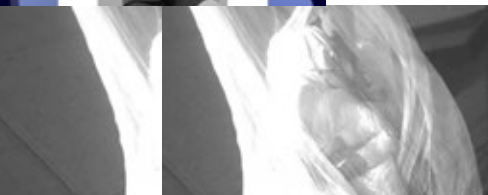
FILM TITLE: **CUBISTIMENCO**
 DIRECTOR: **KATHY ROSE**
 COUNTRY: **USA**



FILM TITLE: **A SATURDAY WITH WILL YUN LEE**
 DIRECTOR: **ANTONY CROOK**
 BRAND: **MR PORTER**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **(SPACE) SHE'S HOMELESS**
 DIRECTOR: **ELIA ACUNTO**
 BRAND: **FILIPPO DISPERATI**
 COUNTRY: **ITALY**



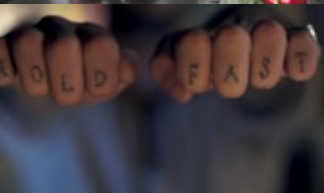
FILM TITLE: **SLEEPING AROUND**
 DIRECTOR: **MARK BORTHWICK**
 BRAND: **PURPLE MAGAZINE**
 COUNTRY: **USA**



FILM TITLE: **PHILOPHILES**
 DIRECTOR: **MALCOLM VENVILLE**
 BRAND: **PHOEBE PHILO**
 COUNTRY: **USA**



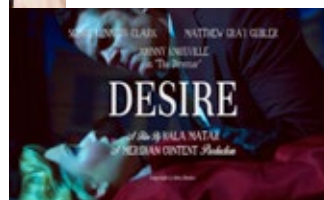
FILM TITLE: **JO!**
 DIRECTOR: **SEPTA HUSNA**
 BRAND: **SIQI WU**
 COUNTRY: **FRANCE**



FILM TITLE: **HOLD FAST**
 DIRECTOR: **TAKI BIBELAS**
 BRAND: **FASHION SHOOT**
 COUNTRY: **FRANCE**



FILM TITLE: **VANITY FAIR HOLLYWOOD PORTFOLIO**
 DIRECTOR: **DANIEL GRAF**
 BRAND: **VANITY FAIR**
 COUNTRY: **USA**



FILM TITLE: **HALA MATAR**
 DIRECTOR: **DESIRE**
 BRAND: **VIVIENNE WESTWOOD**
 COUNTRY: **BARHAIN**



FILM TITLE: **GUCCI – THE CREATIVE JOURNEY**
 DIRECTOR: **DIANA KUNST**
 BRAND: **GUCCI**
 COUNTRY: **SPAIN**



FILM TITLE: **ALWAYS I TRUST**
 DIRECTOR: **CHENG RAN**
 COUNTRY: **CHINA**



FILM TITLE: **CASEY LAGLER INTERVIEW**
 DIRECTOR: **MONIQUE SHAFTER**
 COUNTRY: **UNITED KINGDOM**

CAPSULE STATEMENT

TIMING: 58:39 MINUTES



FILM TITLE: **BLOWING RICCARDO**
 DIRECTOR: **MARIE VIC**
 BRAND: **RICCARDO TISCI**
 COUNTRY: **USA**



FILM TITLE: **"OH, L'AMOUR!"**
 DIRECTOR: **STÉPHANIE CROIBIEN**
 BRAND: **MÉMOIRE UNIVERSELLE**
 COUNTRY: **BELGIUM**



FILM TITLE: **SLEEPING AROUND**
 DIRECTOR: **MARK BORTHWICK**
 BRAND: **PURPLE MAGAZINE**
 COUNTRY: **USA**



FILM TITLE: **MIRANDA JULY INTRODUCES THE MIRANDA**
 DIRECTOR: **MIRANDA JULY**
 BRAND: **WELCOMECOMPANIONS**
 COUNTRY: **USA**



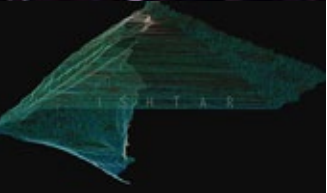
FILM TITLE: **HECTOR**
 DIRECTOR: **EORI WAKAKUWA**
 BRAND: **HECTOR MAGAZINE / HOSTEM**
 COUNTRY: **NETHERLANDS**



FILM TITLE: **MYKITA 2014**
 DIRECTOR: **MARK BORTHWICK**
 BRAND: **MYKITA**
 COUNTRY: **USA**



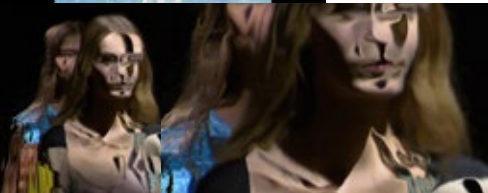
FILM TITLE: **RAPTURE OF THE PETALS**
 DIRECTOR: **KATHY ROSE**
 COUNTRY: **USA**



FILM TITLE: **ISHTAR**
 DIRECTOR: **MARTA DI FRANCESCO**
 BRAND: **ALEXANDRA GROOVER**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **FLYING**
 DIRECTOR: **WANGYONG**
 BRAND: **RED PHOENIX/ GULIN**
 COUNTRY: **CHINA**



FILM TITLE: **EMBODIES**
 DIRECTOR: **PIA BOLOGNESI, GIULIO BORSI**
 BRAND: **ATELIER IMPOPULAIRE**
 COUNTRY: **ITALY**



FILM TITLE: **DIFFERENZE**
 DIRECTOR: **EORI WAKAKUWA**
 BRAND: **TEATRO CONTATTO (ART PROJECT OF THEATRE IN UDINE, ITALY)**
 COUNTRY: **NETHERLANDS**



FILM TITLE: **LOST SURVIVORS**
 DIRECTOR: **MARK BORTHWICK**
 BRAND: **ZERO MARIA CORNEJO**
 COUNTRY: **USA**



FILM TITLE: **RITUAL OF THE FALL**
 DIRECTOR: **KATHY ROSE**
 COUNTRY: **USA**



FILM TITLE: **VAULT**
 DIRECTOR: **MARTA DI FRANCESCO**
 BRAND: **JESSICA BUGG**
 COUNTRY: **UNITED KINGDOM**



FILM TITLE: **CUBISTIMENCO**
 DIRECTOR: **KATHY ROSE**
 COUNTRY: **USA**



ENJOY!

CHEA BY GIULIA ACHENZA

FASHION FILM FESTIVAL MANIFESTO

A sequence of flashes and evocative images. A few intense minutes for the fashion film which represent the second edition of the Fashion Film Festival Milano.

The film is a short sensorial journey. It gathers together both the urban and the most elementary nature, its a continuous switch from bright soft lights in nature to dark artificial ones in a closed room. A young girl stands out wearing a red dress, she moves slowly through this journey, watching deeply what surrounds her: the white rock scratched

by the wind, the tarmac of a street, the sea water at twilight. The photography constantly plays with this dualism of boundless landscapes and elements of the human ordinary life.

All this with a looming rythm of a music which perfectly matches the natural sounds with the noise of the city, in a different but powerful exercise of style. CHEA is the title of this intense manifesto, produced by Collateral Films and directed by Giulia Achenza, the Fashion Film Festival Milano first edition's young winner of the "Best Italian

Fashion Film" category.



Una sequenza di flash, di immagini evocative. Pochi intensi minuti per il fashion film che rappresenta il Fashion Film Festival Milano nella sua seconda edizione.

È un film che condensa un piccolo viaggio sensoriale, tra gli stimoli urbani e quelli della natura più elementare, è un continuo alternarsi tra luci chiare, leggere e quelle cupe e artificiali di una stanza semi buia. La protagonista si distingue ed è vestita di rosso, si muove con lentezza in questo viaggio, osservando e contemplando le polarità di ciò che le sta attorno:

la roccia bianca scalfita dal vento, l'asfalto di una strada, l'acqua del mare al crepuscolo. La fotografia gioca continuamente su questo dualismo di paesaggi sconfinati ed elementi della quotidianità umana e, il tutto, si svolge ad un ritmo incalzante sostenuto da una musica che fonde alla perfezione i suoni e i rumori di due ambientazioni così diverse e allo stesso modo così potenti.

CHEA è il titolo di questo intenso manifesto, prodotto da Collateral Film e firmato da Giulia Achenza, giovane vincitrice della precedente edizione del Fashion Film Festival Milano per la categoria Best Italian Fashion Film.



THE INTERNET SAGA BY JONAS MEKAS

TEXT BY GLORIA MARIA CAPPELLETTI

To enter into this story you don't have to be in Venice nor do you have to cross the threshold of Palazzo Foscari Contarini. You can simply go on line from wherever you are and look for that which interests you the most. We are here and elsewhere, continually. This is not a normal pavilion of the Biennial and it is not an event. We are at the beginning of a grand narrative which is taking place in the real time of the Internet. It's no longer time for surfing, but for immersion.

Where online and offline are no longer separated. We are already here, continually. The Internet Saga penetrates through the screens, the windows and the courtyard of the only Burger King restaurant in Venice, like a second level of reality. A ray of light passes through the chambers of this 16th century palace transformed into a fast food restaurant. Simultaneous autonomies: the story of Venice, the abyss of the Internet, the time for a sandwich.

And we are already in a different place. At the end of the Canal Grande, in the darkness of the projection of the new Spazio Ridotto, where the images of a lifetime flow at the speed of the cinema. Endlessly. The inspirator of the tale is Jonas Mekas (Biržai, 24 December 1922). It is to him, a man who has journeyed through the history of moving images both on and offline, who we turn to in an attempt to trace the origins of the new era in which we are living. A Lithuanian artist and poet who moved to New York at the end of 1949, Mekas has had a fundamental role in the development of independent cinema. From the pages of *The Village Voice* and of *Film Culture* – a magazine founded together with his brother Adolfas – he tells the story of the emergence of a heterogeneous scene, united by opposition to the dynamics of Hollywood. Through the *Film-Makers' Cooperative* (1962) and the *Anthology Film Archives* (1970) he contributed to the reinvention of cinematographic distribution, reuniting film-makers such as Jack Smith, Stan Vanderbeek, Stan Brakhage, Barbara Rubin and John Cassavetes under the name of *New American Cinema*. In the statutes of the group, drawn up by Mekas himself, he wrote: «we prefer films which are rough, unpolished, but alive; we don't want rosy films: we want them the color of blood». The work of Jonas Mekas has been exhibited in some of the world's

most important museums among which the Centre George Pompidou, the Serpentine Galleries, Hermitage and MoMA PS1. In 2002 the artist took part in Documenta XI and in 2003 he participated in the Venice Biennial. Again in the Venice Biennial in 2005, he was invited to represent the Lithuania National Pavilion. In a journey through time to the boundaries between cinema and art, Jonas Mekas is an eternal experimenter. And it is right here, between everyday life and eternity that his work finds its just dimension. Between the stream of life and its montage, timeline and lifetime. The approach to Internet was therefore a natural step and since 2006 the web site www.jonasmekasfilms.com is like a great multimedia diary where real life becomes images. Mekas explores new temporal dimensions where cinema, the Internet, performance and real life intersect. The Internet Saga is dedicated to the poetry of this fusion. To Jonas Mekas.

The documentary of his recent trip to Venice "The Internet Saga" has been produced by Fashion Film Festival Milano.





della realtà. Un fascio di luce attraversa le sale del palazzo cinquecentesco adibito a fast food. Autonomie in simultanea: la storia di Venezia, l'abisso di internet, il tempo di un panino. E siamo già da un'altra parte. Alla fine del Canal Grande, nel buio della proiezione del nuovo Spazio Ridotto, dove le immagini di una vita scorrono alla velocità del cinema. Senza fermarsi. Capostipite di questo racconto è Jonas Mekas (Biržai, 24 December 1922). A lui, che ha attraversato la storia dell'immagine in movimento offline e online, ci rivolgiamo per rintracciare l'origine del nuovo tempo che stiamo vivendo. Artista e poeta lituano trasferitosi a New York alla fine

Per entrare in questa storia non serve che siate a Venezia e che varchiate la soglia di Palazzo Foscari Contarini. Potete collegarvi da dove volete e cercare ciò che più vi interessa. Siamo qui e altrove, continuamente. Questo non è un normale padiglione della Biennale e non è un evento. Siamo all'inizio di una grande narrazione che si svolge nel tempo reale di Internet. Non più il tempo della navigazione, ma quello dell'immersione. Dove online e offline non sono più separati. The Internet Saga si infila tra gli schermi, le finestre e la corte dell'unico ristorante Burger King di Venezia, come un secondo livello

del 1949, Mekas ha un ruolo fondamentale nello sviluppo del cinema indipendente. Dalle pagine di The Village Voice e di Film Culture – rivista fondata assieme al fratello Adolfas – racconterà l'emergere di una scena eterogenea, unita dall'opposizione alle dinamiche hollywoodiane. Attraverso la Film-Makers' Cooperative (1962) e gli Anthology Film Archives (1970) contribuirà a reinventare i meccanismi della distribuzione cinematografica, riunendo cineasti come Jack Smith, Stan Vanderbeek, Stan Brakhage, Barbara Rubin e John Cassavetes sotto il nome di New American



Cinema. Nel manifesto del gruppo, scritto dallo stesso Mekas, si legge: «preferiamo film grezzi, non rifiniti, ma vivi; non vogliamo film rosa pallido: vogliamo che abbiano il colore del sangue.»

L'opera di Jonas Mekas è stata esposta nei più importanti musei del mondo tra cui Centre George Pompidou, the Serpentine Galleries, Hermitage e MoMA PS1. Nel 2002 l'artista ha preso parte a Documenta XI e nel 2003 alla Biennale di Venezia. Sempre alla Biennale di Venezia, nel 2005, è stato chiamato a rappresentare il padiglione nazionale della Lituania. Jonas Mekas è un eterno sperimentatore.

Ed è proprio tra la vita di tutti i giorni e l'eternità che il suo lavoro trova la propria dimensione. Tra il flusso della vita e il suo montaggio, timeline e lifetime. L'approdo a internet è stato quindi

naturale e già dal 2006 il sito www.jonasmekasfilms.com si presenta come un grande diario multimediale dove la vita si fa quotidianamente immagine. Internet, performance e vita si incrociano. The Internet Saga è dedicata alla poesia di questo incontro. A Jonas Mekas.

Il documentario del suo recente viaggio a Venezia "The Internet Saga" è stato prodotto dal Fashion Film Festival Milano.



INTERVIEW WITH GLORIA MARIA CAPPELLETTI

ITALIAN EDITOR OF I-D MAGAZINE
ARTIST AGENT - FFFMILANO CURATOR

FFFM: If you could be anything right now, what would you be?
GMC: a ufo.

FFFM: Tell us your five favourites things you like to do?
GMC: Discover new talents on the web, artists, filmmakers, photographers, creative minds in general who can inspire and surprise me.
Studying the Ancient Egypt with my daughter, who is 7 years old. Knowing more about the new controversial theories on the Holographic Universe.
Surround myself with people that I respect creating an expanded network.
Sleep, even if for a few hours.

FFFM: A frase (motto) that can describe you
GMC: Live and let live.

FFFM: Are you in Love?
GMC: Yes, with my daughter.

FFFM: Why did you choose to develop your career in the world of the moving image?
GMC: Because we are moving images. It's important to leave memories, traces, and the video is the most contemporary way to do it, maybe in 20 years it will be outdated, and we'll be able

to record our memories in 3D, through holograms; from this my interest in theories on the Holographic Universe.

FFFM: Which director inspires you?
GMC: Maya Deren and Jonas Mekas.

FFFM: What do you think about the relationship between fashion and cinema? In which way do you think Fashion Films can contribute to both industries?
GMC: Storytelling can be a tool to find an ethical side in the aesthetic world in general, which I think is been overshadowed, in a wrong way. The process is not irreversible; new generations and internet can bring us back to a most democratic approach to fashion and cinema. I do not believe in luxury, I don't think it's ethically sustainable. Unless the luxury isn't again associated with the idea of time and space, the idea of a more intimate feel, instead of the physical possession of a fetish object.

FFFM: Are you working on a particular project right now? Can you tell us something about it?
GMC: Next week there will be the opening of an English artist that

I love very much, Margot Bowman. Fabrizio Meris and I treat her first Italian solo at the Venice's Spazio Ridotto, an experimental video room.

FFFM: There is a work experience or a particular fact during your career that you still clearly remember?
GMC: Stephen Sprouse inspired me a lot, I was very lucky to work with him in the late '90s. We worked until late; one evening, after an interview with Karl Plewka. I remember that we were looking at the sky through the window of the showroom of Stella Ishii. Stephen was convinced he saw a ufo, so we spent more than an hour to scan the sky, talking about visions and improbable aliens.

Creativity was born in this way, in the everyday underground and in the wonder of distant worlds. The clothes were just an excuse to tell a lot more.

FFFM: There is someone, a company or a group that you haven't met in your work yet and you wish to meet?
GMC: No, I'm not interested in a person in particular, companies or groups. I'm interested in the idea of democratic network, I'm interested in the very young people, who are not yet a "character" and have a pure vision of creativity and are not afraid to experiment; that are not afraid of judgment or criticism. I'm interested in working with free and anti-conventional minds. My dream is to make an economically

sustainable creative platform detached from the logic of profit. This is contradictory and utopian, but all dreams are.

FFFM: How do you see yourself in 10 years?
GMC: Like 10 years ago. Like today. Human time is really relative. The real fundamental question is: What and where I'll be in 100 years? Does time exist? And space? And how we'll record our memories? What we'll leave to our future generations?

With Stephen we never discussed about fashion, but always about interesting people seen on the subway, or aliens, missions to Mars, or underground bands that played in the most 'hidden city'.

FFFM: Thank you for sharing your thoughts with us.
Hasta la Vista!
GMC: Thanks to you!





FFFM: Se potessi essere qualsiasi cosa in questo momento, cosa saresti?

GMC: Un UFO.

FFFM: Raccontaci le cinque cose che preferisci fare

GMC: Scoprire nuovi talenti sul web, artisti, registi, fotografi, menti creative in generale che mi possano ispirare e sorprendere. Studiare l'Antico Egitto con mia figlia, che ha 7 anni.

Approfondire le nuove teorie controverse sull'Universo Olografico. Circondarmi di persone che stimo e creare un network allargato. Dormire, anche se solo per poche ore.

FFFM: Sei innamorata?

GMC: Sì, di mia figlia.

FFFM: Perché hai scelto di sviluppare la tua carriera nel mondo dell'immagine in movimento?

GMC: Perché NOI SIAMO immagini in movimento. E' importante lasciare memorie, tracce, ed il video è il modo più contemporaneo di farlo, forse tra 20 anni sarà obsoleto, e riusciremo a registrare le nostre memorie in 3D, attraverso ologrammi, da qui il mio interesse sulle teorie dell'Universo Olografico.

FFFM: Quale regista è una tua fonte di ispirazione?

GMC: Maya Deren e Jonas Mekas

FFFM: Cosa pensi della relazione fra moda e cinema?

In quale modo secondo te i fashion film possono dare qualcosa ad entrambe le industrie?

GMC: Raccontare una storia può essere uno strumento per ritrovare un lato etico dell'estetica in generale, che penso sia erroneamente stato messo in secondo piano. Il processo non è irreversibile; le nuove generazioni e internet possono riportarci ad una dimensione più democratica della moda e del cinema. Non credo nel lusso, non penso sia eticamente sostenibile.

FFFM: C'è un lavoro, un'esperienza o un aneddoto particolare che ti è rimasto impresso nel corso della tua carriera?

GMC: Stephen Sprouse mi ha ispirato moltissimo, ho avuto la fortuna di lavorare con lui alla fine degli anni '90. Lavoravamo sempre fino a tardi; una sera, dopo un'intervista fatta con Karl Plewka, ricordo che ci trovammo a guardare il cielo dalla finestra dello show room di Stella Ishii. Stephen era convinto di aver visto un UFO, e passammo più di un'ora a scrutare il cielo, parlando di visioni improbabili e alieni. Con Stephen non si parlava mai di moda, ma sempre di gente interessante vista in metropolitana, oppure alieni, le missioni su Marte, oppure band underground che suonavano nei posti più nascosti della città. La creatività nasceva così, nel quotidiano underground e nella meraviglia di mondi lontani. Gli abiti erano solo un pretesto per raccontare molto di più.

FFFM: C'è un personaggio, un'azienda o un gruppo che non hai ancora incontrato nel tuo lavoro e sogni di incontrare?

GMC: No, non sono interessata a personaggi, aziende o gruppi, mi interessa l'idea di network democratico, mi interessano i giovanissimi, che non sono ancora personaggi e che hanno una visione pura della creatività e che non hanno paura di sperimentare, che non hanno paura del giudizio, della critica. Sono interessata a lavorare con menti libere e anti convenzionali. Il mio sogno è rendere economicamente sostenibile una piattaforma creativa slegata da logiche di profitto. Il che è contraddittorio e utopico, ma tutti i sogni lo sono.

FFFM: Come ti vedi fra 10 anni?

GMC: Come 10 anni fa. Come oggi. Il tempo umano è veramente relativo. La vera domanda fondamentale è: Cosa e dove sarò tra 100 anni? Esiste il tempo? E lo spazio? E come registreremo le nostre memorie? Che cosa lasceremo alle nuove generazioni?

FFFM: Grazie per aver condiviso i tuoi pensieri con noi. A presto!

GMC: Grazie a voi!

INTERVIEW WITH MACS IOTTI

FOUNDER AND CREATIVE DIRECTOR AT MACSIOTTI

FFFM: If you could be anything right now, what would you be?

MI: Space.

FFFM: Tell us your five favourites things you like to do

MI: Imagine, Love, Transform, Remember, Share.

FFFM: A phrase (motto) that can describe you

MI: Be true to yourself.

FFFM: Why did you choose to develop your career in the world of graphic and creative direction?

MI: Creative instinct.

FFFM: Which artist and director inspire you?

MI: Anyone who have integrity and vision.

FFFM: Are you in love?

MI: Yes, a looooooot.

FFFM: What do you think about the relationship between fashion and cinema? In which way do you think fashion films can contribute to both industries?

MI: A relationship based on the mutual attraction. Fashion films are, and must be, the expression of it. Hedonistic generators.

FFFM: Are you working on a particular project right now? Can you tell us something about it?

MI: Working, trying to integrate more and more the language of visual communication and codes of fashion with the imaginary that is coming from 'fine art', exploring new iconographies and interpretations, creating exclusive perceptions.

FFFM: There is a work experience or a particular fact during your career that you still clearly remember?

MI: A comment of my grandmother Laura after she had seen the number zero of an art and aesthetic magazine that i was working for: "I learned nothing".

FFFM: There is someone, a company or a group that you haven't met in your work yet and you wish to meet?

MI: NASA.

FFFM: How do you see yourself in 10 years?

MI: I prefer not to think about it, the future is just the representation of our imagination and of our dreams. I focus on the vitality and energy of the moment.

FFFM: Thank you for sharing your thoughts with us. Hasta la vista!

MI: Your welcome see you very soon! Love FFFM!



FFFM: Se potessi essere qualsiasi cosa in questo momento, cosa saresti?

MI: Spazio.

FFFM: Dicci cinque cose che ti piace fare

MI: Imagine, Love, Transform, Remember, Share.

FFFM: Una frase o un motto che ti descrive

MI: Be true to yourself.

FFFM: Perché hai scelto di sviluppare la tua carriera nel mondo della grafica e della direzione creativa?

MI: Creative instinct.

FFFM: Quale artista e quale regista è per te una fonte di ispirazione?

MI: Chiunque abbia integrità e visione

FFFM: Sei innamorato?

MI: Sì, ...issimo.

FFFM: Cosa pensi della relazione fra moda e cinema? in quale modo secondo te i fashion film possono

contribuire ad entrambe le industrie?

MI: Una relazione basata sulla legge dell'attrazione reciproca. I fashion film ne sono e devono essere l'espressione, generatori edonistici.

FFFM: Stai lavorando ad un progetto particolare in questo momento?

Puoi dirci qualcosa a riguardo?

MI: Lavorando cercando di integrare sempre più il linguaggio e i codici della comunicazione visiva della moda con quello dell'immaginario proveniente dal 'fine art', esplorandone nuove iconografie e interpretazioni, generando esclusive percezioni.

FFFM: C'è un lavoro, un'esperienza o un aneddoto particolare che ti è rimasto impresso nel corso della tua carriera?

MI: un commento di mia nonna Laura dopo avere sfogliato un numero zero di una rivista di arte ed estetica contemporanea di cui mi occupavo: "non ho imparato niente".

FFFM: C'è un personaggio, un'azienda o un gruppo con cui non hai ancora lavorato e sogni di lavorare?

MI: NASA.

FFFM: Come ti vedi fra 10 anni?

MI: Preferisco non pensarci, il futuro è solo la rappresentazione della nostra immaginazione e dei nostri sogni. Mi concentro sulla vitalità e l'energia del momento.

FFFM: Grazie per aver condiviso i tuoi pensieri con noi.

A presto!

MI: Prego. A prestissimo! Love FFFM!

INTERVIEW WITH GUIDO CELLA

OWNER OF THE PRODUCTION COMPANY COLLATERAL FILMS



FFFM: How do you see yourself in 10 years?
GC: Younger and happier.

FFFM: Se potessi essere qualsiasi cosa in questo

momento, cosa saresti?

GC: Me stesso, ma con più capelli!

FFFM: Dicci cinque cose che ti piace fare

GC: Passare il tempo con la mia famiglia!!! Trovare talenti, avere un impatto sulla loro vita e aiutarli ad ottenere ciò che vogliono essere: il mio lavoro in realtà. Far ridere. Mangiare, musica, libri, film, INPUT !!!! Essere pigro su una spiaggia assolata giamaicana, con mio figlio e mia moglie, i raggi di sole della mia vita.

FFFM: Perché hai scelto di sviluppare la tua carriera nel mondo della grafica e della direzione creativa?

GC: Ero un adolescente negli anni Ottanta a Ehi, io sono un ragazzo della generazione di MTV!! Sono cresciuto con film e video musicali

FFFM: Quale regista è per te una fonte di ispirazione?

GC: Stanley Kubrick, senza dubbio

FFFM: Sei innamorato?

GC: Sì..

FFFM: Cosa pensi della relazione fra moda e cinema? In quale modo secondo te i fashion film possono contribuire ad entrambe le industrie?

GC: Ho sempre pensato che i fashion film siano lo strumento più potente per definire un marchio e lasciare che lo spettatore diventi consapevole della propria storia e del patrimonio che questo porta. I marchi, come le persone, si definiscono attraverso quello che gli piace guardare, ascoltare, gustare o credo che i grandi marchi di moda siano patroni del nostro secolo. In tutto il campo artistico. Guardate cosa sta facendo Kering con il Festival di Cannes e con la sua Fondazione al fashion film sono il ponte ideale tra questi due mondi, e il luogo di fusione ideale che permette ai talenti di incontrarsi e condividere le loro visioni e approcci diversi. Dove si collocherebbe Milena Canonero? Moda o Cinema? Che cosa siete desiderosi di vedere di Tom Ford? La sua nuova collezione o il suo prossimo film?

FFFM: C'è un lavoro, un'esperienza o un aneddoto particolare che ti è rimasto impresso nel corso della tua carriera?

GC: Quando ho girato il mio primo film per la Scala, di cui la mia azienda è partner dal 2010, e ho avuto l'opportunità di portare mia madre in un posto segreto del teatro che ha amato e frequentato per 40 anni tra il pubblico, e vedere nei suoi occhi quanto fosse fiera.

FFFM: C'è un personaggio, un'azienda o un gruppo con cui non hai ancora lavorato e sogni di lavorare?

GC: Girare un film per Dior con Lars Von Trier.

FFFM: Come ti vedi fra 10 anni?
GC: Più giovane e più felice.

FFFM: If you could be anything right now, what would you be?

GC: Myself, but with more hair!

FFFM: Tell us your five favourites things you like to do

GC: Spending time with my family!!! Finding talents, have an impact on their lives and help them get where they want to be: my job actually. Make people laugh Eating, music, books, films, INPUTS!!!! Being lazy on a Jamaican sunny beach, with my son and my wife, the sunrays of my life.

FFFM: Why did you choose to develop your career in the world of moving image?

GC: I was a teenager in the eighties. Hey, I'm an MTV generation kid!! I grew up with films and music videos!!!

FFFM: Which director inspire you?

GC: Stanley Kubrick, no doubts.

FFFM: Are you in Love?

GC: YES..

FFFM: What do you think about the relationship between fashion and cinema? In which way do you think Fashion Films can contribute to both industries?

GC: I have always belived fashion film are the most powerful tool to define a brand and let the viewer

become aware of its own story and heritage. Brands, like persons, define themselves through what they like to watch, listen, taste and think big fashion brand are patron of our century. In all artistic field. Look what Kering is doing with Cannes film festival and with its Corporate Foundation. Fashion Films are the perfect bridge between these two worlds, and the perfect melting place for talents to meet and share their visions and different approaches. Where would you place Milena Canonero? Fashion or Cinema? What are you willing to see about Tom Ford? His new collection or his next feature film?

FFFM: There is a work experience or a particular fact during your career that you still clearly remember?

GC: When I shot my first film for La Scala, with my company as a partner of since 2010, and I had a chance to take my mother in all the secret spot of the theater she had been loving and attending for 40 years in the audience, and read the proudness in her eyes.

FFFM: There is someone, a company or a group that you haven't met in your work yet and you wish to meet?
GC: Shoot a film for Dior with Lars Von Trier.

IL NUOVO VOCABOLARIO DELLA MODA ITALIANA

EXHIBITION

A big exhibition which tells the languages of the new generation that is reconfiguring the geography of the Italian fashion and it is regenerating the cultural and technical DNA of the tradition.

A journey through a complex reality in order to find out the new languages of the project and the communication in a multiform creative way.

Fashion Film Festival Milano, in perfect balance with the focus of the exhibition, will curate a dedicated space where its unique content will be shown as a representative of a new visual language which sees fashion and cinema linked together in a strong way: Fashion Films.

Una grande mostra che racconta i linguaggi della nuova generazione che sta riconfigurando la geografia della moda italiana e rigenerando il DNA culturale e tecnico della tradizione. Un percorso attraverso una realtà complessa per la multiformità creativa dei linguaggi del progetto e della comunicazione. Fashion Film Festival Milano, in perfetta sintonia con l'obiettivo della mostra, curerà uno spazio dedicato dove esibirà il suo ricercato contenuto in rappresentanza di un nuovo linguaggio visivo che vede cinema e moda legati in un nesso inscindibile: I Fashion Film.



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And a very special thank you to our super jury:

FRANCA, RANKIN, BRUCE, LISA, MARIO AND SARA.

To all the creative souls that trusted us with their work
and to all of you who believed in the festival!
To Milano for being again, the house of our dreams.

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