



Fermo, 10 February 2019

ART AND CREATIVITY TO WEAR

FIORANGELO City Mood, a new capsule of women's shoes from the Fermo shoe factory, a contemporary and cosmopolitan look, inspired by the street artist Gola Hundun, a project of creative contamination between manufacturing and contemporary art, financed by the Marche Regional Development Fund

The City Mood capsule collection that FIORANGELO presents at Micam (Pad 1, stand F21) is the result of a joint work between the street artist Gola Hundun and FIORANGELO shoe craftsman. The project is coordinated by PopUp Studio, enterprise specializing in urban art who signs the artistic direction and intertwined different skills and sensitivities. The project is financed by the Marche Regional Development Fund, within the framework of the cultural and creative supply chain.

FIORANGELO City Mood is a limited edition of women's shoes, designed and made in Italy with the Italian quality of manufacture by Fiorangelo, shoe craftsman, who operates in the Fermo area in the Marche region, one of the longest and most tradition-oriented footwear districts.

The collection respects the style codes developed by FIORANGELO over the years and welcomes the artist's new perspective by playing on the particular. Female shoes that go beyond the shoe as a complement to the dress and are proposed as an accessory that gives the woman personality and distinction.

"I like to think that I brought creative lymph into the factory" says Gola Hundun, the Italian artist famous for his stylistic style inspired by nature. The drawings created by Gola Hundun specifically for the collection are interweaving of climbing plants, leaves and flowers accompanied by an explosion of very bright and saturated shades, typical of the artist.

These creative inspirations have been interpreted by FIORANGELO in the different themes of the capsule collection.

The bow for example, reproduced on tape with the artist's artwork made of leaves, flowers and bright colors, stands out with elegance on the velvet upper and on the powdery colors chosen for décolleté and dancers.

Embellished by the artist's graphics, the bow becomes a distinctive element and goes well with the the American taste of the 50s which characterizes this part of the collection. We find the bow signed Gola Hundun also on the black velvet ankle boot and on sneakers where it replaces the classic lace giving grit and personality to the young line of FIORANGELO.

The second theme of the capsule collection is the Bohochic. It introduces the embroidery and is inspired by the folk look of the 70s. A stylized graphic of Gola Hundun with a chromatic range of

bronze, green and acid green, has been embroidered on the upper: on the side of the boot, at the tip of the francesina and on the heel in the décolleté with ankle strap. The colors chosen are a reference to the 70s and range from dark walnut to octane, to cardinal bordeaux.

In the third theme, the dense interweaving of ferns and branches designed by the artist has been lasered over the upper with a tattoo effect, dyed on the same color. We find it in the Urban Casual models, the young and very Grunge line by FIORANGELO City Mood, high rubber sole and classic amphibious, cold colors, London like, black, gray, burgundy and an unusual color "nude".

The same graphic has been reproduced on the sneakers with stretch sock made jacquard that reminds the brocade. Black base with gold filiform embroidery.

"Having an artist like Gola Hundun available in the company and exclusively," commented Riccardo Cesetti, owner together with his sister Claudia of the FIORANGELO shoe factory, "was a great opportunity for us to grow, made possible by PopUp Studio."

FIORANGELO City Mood is a project of "Open Innovation" inspired by contemporary art, perfectly in line with the frame of Micam number 87 that celebrates this year "the shoe in its being a work of art".

FIORANGELO

Begins in 1976, in Falerone, in the heart of the Marche footwear district, the story of Fiorangelo, an important Italian brand. A history made up of challenges and successes: from women's shoes to men's shoes, from bags to coordinated belts, from elegant models for important occasions to those young and easy-going for running in everyday life. All Fiorangelo products are manufactured entirely in Italy, through typically Italian craftsmanship.

GOLA HUNDUN

Born in Cesena in 1982, Gola Hundun approaches street art at an early age. He studied at the Academy of Fine Arts in Bologna and in 2004 he moved to Barcelona, artistically very lively city that brought him closer and closer to a colorful and spiritual aesthetic sense. A vegetarian from the age of sixteen, he deeply believes that man is only one of the many elements of the universe and is bound to respect all other forms of life and live in harmony with animals and plants. This is the philosophy that inspires his creations with strong and unmistakable colors.

POPUP STUDIO

PopUp Studio is the spin off of the international avant-garde festival POP UP CONTEMPORARY ART IN THE URBAN SPACE that since 2008 has called international artists to create public art works in the Marche. PopUp Studio brings the creative process that characterizes urban art in the world of manufacturing, facilitating the development of new products, new marketing and marketing processes and innovative approaches to business communication.

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POPUP STUDIO BRINGS THE ART IN THE COMPANY

The FIORANGELO City Mood capsule collection, presented at Micam, is the result of an interdisciplinary work that has combined different talents and skills: the Italian street artist Gola Hundun who inspired new decorative elements; FIORANGELO that has interpreted this creative lymph in footwear; PopUp Studio that has taken care of the artistic direction and new ways of presentation and emotional communication of the project and the product.

PopUp is an artistic design studio specialized in urban art works. It was born from the experience of MAC -Contemporary Artistic Events- that since 2008 has created and produced the Festival "POP UP Contemporary Art in the Urban Space" with over 50 international artists from all over the world invited to realize, in various editions, works of contemporary art on architecture and unconventional places.

Large industrial structures, ports and airports, railway stations, abandoned buildings and other urban spaces have become, with POPUP Festival, an open-air museum that offers new visions thanks to the Art.

Among the most significant interventions: the majestic silos painted by Blu and Erica il cane, today a symbolic image of the city of Ancona; a fishing fleet deployed by 30 international artists including Ozmo and Roa; a place of work such as the Retari pavilion where the fishermen take over fishing nets, revisited in an artistic way by StenLex; five railway stations on the Rome-Ancona route, transformed from places of transit into tourist attractions with the contribution of numerous artists including 2501, Basik and 3ttman; a disused quarry brought back to life by the Californian artist Zio Ziegler.

With PopUp, ART explodes in the places of everyday life. But not only. PopUp in fact, as a festival of contemporary art becomes a cultural enterprise with the brand **PopUp Studio** and provides to companies and public bodies its expertise in artistic direction, communication and marketing also relying on a network of international artists consolidated and continuously implemented over the years

A recent example of PopUp Studio skills is the project funded by the European Regional Development Fund of the Marche to experiment and promote creative contamination between manufacturing companies and contemporary art. A project from which the FIORANGELO City Mood capsule collection was born and which will soon extend to the agri-food, tourism and table furniture sectors.

www.popupstudio.it



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THE LYMPH OF GOLA HUNDUN

Gola Hundun was born in Cesena in 1982. He became a vegetarian at fifteen and this choice of life will deeply influence the creative vein that the Italian street artist will focus on at the Bologna Academy of Fine Arts and then on long stays abroad. Nature as a marvelous dispenser of life and harmony becomes in fact its constant source of artistic inspiration. A gentle, sinuous, friendly nature, portrayed with a disruptive lightness and a maniacal care for details.

Details sometimes micro dilated, which make the viewer discover hidden and unexpected aspects even in the humble rib of a leaf that the artist reproduces with the same perfection of mother nature. An allegorical message that arouses admiration and respect.

On the walls of the whole world as on the canvas, the artist's chromatic symphonies want to sensitize, re-establish communication between species, reawaken individuals from materialism, bringing them back in tune with the rest of the ecosystem.

With this spirit, Gola Hundun accepted the invitation of PopUp Studio and brought his creativity to the production reality of the FIORANGELO shoe factory within a cross-fertilization project that compares and integrates the artist's vision with that of the company. The capsule collection of women's shoes, FIORANGELO City Mood, which the artist called "Linha" was born from this interweaving of different skills and sensibilities.

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CAPTIONS

Velvet theme

Classic décolleté with slightly stretched toe and spool heel (two heights, 10 and 5 cm). It resumes the ladychic theme with the velvet upper in powdered colors (pearl gray, aqua green, baby blue and rust). In the satin bow explodes the creative "lymph" of Gola Hundun, an Italian artist fascinated by the plant world, who has exclusively inspired the FIORANGELO CITY MOOD capsule with his drawings. Atmosphere bon ton, fifties, elegant and refined, interpreted in a contemporary key.

Generations compared

Riccardo and Claudia Cesetti, 2nd generation of the FIORANGELO shoe factory, active in Falerone since 1976, are confronted with the artist Gola Hundun (in the center) in the showroom of the Marches company during one of the many creative meetings for the capsule City Mood

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