

DESIGN ON DESIGN ON WATER

E X H I B I T I O N

LUISAVIAROMA presents Design on Water
Fashion, art and design meet on **The Bridge of Love**
14 – 17 June

3rd Press Release
1 June 2016

LUISAVIAROMA pays homage to its hometown with **Design on Water**, a conceptual exhibition on display at **The Bridge of Love**. The showcase marks the first use of the Arno River as a high concept exhibition space. LUISAVIAROMA invited designers, artists and galleries to outfit **The Bridge of Love** with installations related to the 13th edition of Firenze4Ever, Underwater Love.

The exhibition coincides with the 50th anniversary of the flood that submerged Florence in 1966 and navigates themes related to the refugee crisis, an epic tragedy facing society today. Six cubes of **The Bridge of Love** are outfitted with a unique interpretation of water as a symbol of destruction and renewal, hope and solidarity. Visitors are guided through the exhibition with the curation of LUISAVIAROMA.

Design on Water is open to the public from 6pm - 10pm. The exhibition is inaugurated 14 June in collaboration with Sky Arte HD. Entrance at Lungarno Serristori - Piazza Poggi.

Participants

Alessio Sarri
Bitossi
CTRLZAK
Daniele Papuli
Dilmos
Fiori di Latta
JCP

Lisa E. Harris
Magis
Marcantonio Raimondi Malerba
Matteo Cibic
Opinion Ciatti
Secondome Gallery
Stefano Marolla