



Firenze4Ever 12th Edition TechDreamers

9, 10 and 11 January 2016, Firenze4Ever officially opened the fashion weeks. The twelfth edition is dedicated to TechDreamers, visionaries who give form to dreams.

Organized for the first time in June 2010 to celebrate the 10th anniversary of online activity for LUISAVIAROMA.COM, Firenze4Ever is a bi-annual media event which brings together journalists, bloggers, vloggers, and instagrammers to offer the possibility to solidify working relationships and promote collaborations.

During the "Style Lab", fashion influencers create and photograph a preview of next season's trends in the most iconic locations of Florence using the new Spring/Summer 2016 collections from the most prestigious international designers, before anybody else.

On the occasion of Firenze4Ever, LUISAVIAROMA invited the online art platform Sedition to select the work of ten artists who use technology to transform dreams into reality.

Their videos are on display at the LUISAVIAROMA Concept Store in Florence.

The selection includes:

Jacco Olivier
Ryoichi Kurokawa
Mary Katrantzou
NONOTAK
Doug Foster

Marie Vic
Shane Mecklenburger
Mustafa Hulusi
Quayola & Sinigalia
Scanner

Sedition is a London-based online platform that makes it possible to collect and enjoy limited edition artworks, exclusively created in digital media by the world's greatest contemporary artists.
<http://www.seditionart.com>

Defined by the Financial Times as "A haven for directional fashion," LUISAVIAROMA.COM is the top online luxury fashion destination with 5,000,000 visitors per month and worldwide shipping. With each new season, the website presents the collections of more than 600 established designers and young emerging talents.

#Firenze4Ever #ImaTechDreamer