

# UNDERWATER LOVE

13 - 17 June 2016

**FIRENZE**  
**4EVER** IT'S  
MAGIC

## UNDERWATER LOVE

*The power to destroy and create again  
is what water and love are capable of*

1st Press Release  
9 May 2016 - Florence

Firenze4Ever builds a bridge to guide us to the future and to help us dissolve fear into liquid love.

In 1966, young people from all over the world came to the rescue of Florence when the city was flooded by the Arno River. Inspired by hope and love to transform the crisis into possibility, they demonstrated compassion by committing their time and resources to save the city's precious cultural heritage.

The opportunity to help alleviate an epic tragedy now presents itself again. The refugee crisis is a challenge that our generation is compelled to face. LUISAVIAROMA proposes a project to help reduce the problem.

**Everything Starts With a Hug** is a project that foresees welcoming, training and employing migrants within companies from various sectors. The companies involved in the initiative will commit to donate a contribution based on their annual turnover, assign professionals to support the training courses and employ a number of migrants who have taken part in this training.

**The Bridge of Love** is an installation conceived and designed by architect Claudio Nardi and symbolizes the will to provide hope to people in difficult situations. Floating cubes connected by suspended bridges will join the two banks of the river. The conceptual installation aims to raise public awareness for the refugee crisis.

On 13 June, the Bridge of Love will be inaugurated with a gala dinner and VIP Lounge, where guests will be able to enjoy performances from international music artists during the **Underwater Love Party**.

The space will host special projects and presentations from 14-17 June.

FIRENZE4EVER is the event that brings together fashion, music, design and contemporary art. Organized for the first time in June 2010 to celebrate the 10th anniversary of online activity for LUISAVIAROMA.COM, the bi-annual event promotes collaborations between brands, media and influential industry figures, offering them the opportunity to exchange ideas and create new projects, both on and offline.