



Museo della Grafica  
Palazzo Lanfranchi, Pisa

# FASHION, SPORT, TOURISM

July, 5<sup>th</sup> – October, 29<sup>th</sup> 2023

The exhibition **Fashion, Sport, Tourism**, realised by the Museo della Grafica (Municipality of Pisa, University of Pisa) in collaboration with the [USI – Università della Svizzera italiana](#) (Lugano, Switzerland) presents graphic works, posters, clothes and videos that compose an original journey through images of champions, stylists and places that communication strategies and models from the early 20th century to the present day combine as motifs of theatre and cinema, graphics and advertising.

They are splendid stories of fashion, sport, scenery and tourist itineraries: from Elsa Schiaparelli to Emilio Pucci, Bally, Caruso, Pirelli, Lacoste, Miu Miu, from Pisa to Saint Tropez up to the videos in which Roger Federer conveys the image of Switzerland and a possible, new Grand Tour of it, highly emblematic of visual communication models capable of suggesting fascinating connections.

Produced by "[Switzerland Tourism](#)", the videos in fact entrust the tourist message to one of the most popular and beloved sports champions, synonymous in the contemporary imagination of the beauty of athletic gestures closely linked to the elegance of clothing and fashion.

The exhibition, organised by the Museo della Grafica (Municipality of Pisa, University of Pisa) and USI – Università della Svizzera italiana, is part of the programme of the international conference [Fashion communication: between tradition and future digital developments \(Pisa, 3-5 July 2023\)](#)



Direzione generale  
Biblioteche e diritto d'autore



*Exhibition curated by*  
Alessandro Tosi e Lorenzo Cantoni

*With the collaboration of*  
Diego Fiorini

*With the contribution of*  
Ebe Antetomaso, Veronica Neri

*Restorations*  
Silvia Gazzina

*Assembly and outfitting*  
Acme04

*Photographs*  
Simona Bellandi, University of Pisa, Department of Civilisations and Forms of Knowledge

*Editing audio/video*  
Giovanni Francesco Castriotta, Nicola Trabucco

*Music in the exhibition*  
Vladimiro D'Angella, Jennifer Schittino, Chiara Mariani

*With the cooperation and sponsorship of*  
Alexandrina University Library (Rome), North-West Tuscany Chamber of Commerce, University of Pisa Centre for Innovation and Dissemination of Culture (CIDIC), Opera del Duomo

*The collaboration of*  
National Museum Salce Collection of Treviso – Regional Directorate Museums Veneto

*The support of*  
Pisa University Museum System



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UNIVERSITÀ  
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Cidic - Centro per l'Innovazione e la Diffusione della Cultura



# FASHION, SPORT, TOURISM

PISA, MUSEO DELLA GRAFICA

Palazzo Lanfranchi

Lungarno Galileo Galilei, 9 – 56125 Pisa (PI)

July, 5<sup>th</sup> – October, 29<sup>th</sup> 2023

## Timetables

Monday - Sunday: 10:00 am – 8:00 pm

## Tickets

Full price: 5,00 €

Reduced: 3,00 € (for children aged 6-12 years)

## Information

Museo della Grafica

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Sito: [www.museodellagrafica.sma.unipi.it](http://www.museodellagrafica.sma.unipi.it)

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Camera di Commercio  
Pisa



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