

The Genuine Italian Veg-tanned Leather Consortium, in collaboration with ICE- Italian Trade Promotion Agency, present:



Installation by Oliviero Toscani
Tokyo, Istituto Italiano di Cultura
Thursday, November 15th, 2012
Opening time: 10.30 am – 7.30 pm

Vegetable Tanned Leather: Learn to Know it, Learn to love it

Informative workshop about Veg-tanned Leather made in Tuscany

Tokyo, Istituto Italiano di Cultura
Thursday, November 15th, 2012 - 4.00 pm

After Lineapelle, It's time for Japan.

As for the last ten years, time has come to present the annual extraordinary event organised by Consorzio Vera Pelle Italiana Conciata al Vegetale - Genuine Italian Veg-tanned leather Consortium - introducing the new trends and collections of its associated tanneries to the Japanese market, an event that has become an exclusive and unmissable appointment for this country.

On Thursday, November 15th, 2012 at the **Italian Institute of Culture in Tokyo**, **Questione di Pelle** will be exhibited: a whole day dedicated to the veg-tanned leather in Tuscany.

As always, the exhibition will combine product to cultural aspects, fashion content to Italian Lifestyle. From 10.30 am to 7.30 pm, in the Exhibition Hall, guests can admire the scenographical installation set up by the renowned Italian photographer Oliviero Toscani: a labyrinth of veg-tanned leathers, representing the new collection Autumn-Winter 2013/2014 recently exhibited at Lineapelle by the Consortium's associated tanneries. In the centre of the labyrinth the fascinating collections of young designer from Craft The Leather 2012 are showed. Unique pieces, well produced, interesting and innovative ideas; they can be valid inspirations for all manufacturing companies using veg-tanned leather.

Craft The Leather is a training project involving a group of young designers from the most prestigious international fashion and design schools launched this year by Consorzio Vera Pelle Italiana Conciata al Vegetale in cooperation with Toscana Promozione – Economic Promotion Agency of Tuscany. Ten young talented designers had been hosted in Tuscany to attend a workshop of information, exploration and testing of vegetable tanned leather. The result has been astonishing: ten fashion accessories collections not to be missed!

In the afternoon, at 4.00 pm, the technical workshop **"Veg-tanned leather: Know to love it"** will be presented to the **leather sector operators - manufacturers, stylists and designers** - introducing a interesting scientific study headed by the consortium in cooperation with P.O.T.E.CO., Polo Tecnologico Conciario, and Stazione Sperimentale per l'industria Pelli of Naples, about the technical characteristics of the veg-tanned leather. This study analyses some of the fundamental features of the veg-tanned leather: change of colour due to use and exposition to the light, low allergenic power of natural tannins, technical resistance and eco-compatibility of the material.

In this celebration of the Italian Lifestyle, the Consortium is proud to host **Terra Moretti** and its **wines**, the Italian wine group working with four wineries in Franciacorta area and in Tuscany, in full respect of the Nature and their traditions.

Guests will taste a **Bellavista**, renowned for its deepness, elegance and refinement of taste. Together with Bellavista guests have the chance to taste another Tuscan excellence, **Petra**, with Ebo wine, as the best genuine expression of the earth where this vineyard operates.

At last, but not at least, during all day ,**“Questione di Pelle”** will host another important project dealing, in some way, with skins, too: **RAZZA UMANA/JAPAN**.

“RAZZA UMANA is a socio-political, cultural and anthropological study. We take pictures of the human morphology to look at how we are made, which face we have, in order to understand the differences existing. We take somatic prints and catch the faces of mankind”. (Oliviero Toscani).

So, RAZZA UMANA aims to discover these various morphologies and to collect their expressions, as well as the physical, somatic, social and cultural features of the mankind. After RAZZA UMANA/ITALY, RAZZA UMANA/ISRAEL and RAZZA UMANA/GUATELAMA, **Oliviero Toscani** will be at Italian Institute of Culture in Tokyo, with a photo shooting to document RAZZA UMANA/JAPAN.



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