



POLAROID EYEWEAR & MAURIZIO GALIMBERTI at MIA

Milan, April 29 2013 – On the occasion of **MIA (Milan Image Art Fair, May 10-12, 2013)**, the most prestigious and internationally renowned photography and video art event in Italy, Polaroid Eyewear, sponsors of the event, joined forces with the famous photographer Maurizio Galimberti on an exclusive artistic project.

Maurizio Galimberti, who is an “Instant Polaroid Artist”, as he likes to call himself, has created a unique series of **sixteen “photo-mosaics”** for Polaroid Eyewear that portray **eight people representative of modern-day Milan**. Galimberti used different photo techniques for the 16 portraits of the Polaroid Eyewear project: traditional Polaroid film for the eight photos featuring the subjects wearing glasses, and the new Polaroid “Impossible Film” emulsion for the “naked eye” shots.

Expressing the dynamics of everyday life, which becomes a cross roads of meetings and emotions, the faces of the eight have been photographed with and without their **Polaroid Plus** sunglasses.

All the models of the new collection feature a contemporary, easy-to-wear design and have the innovative UltraSight™ Plus lenses, the evolution of the polarized lenses. These new glue-free lenses provide 100% protection from UV rays and utmost performance in terms of reduction of eye fatigue and elimination of glare.

Roberto Vedovotto, CEO of the Safilo Group, defined Polaroid (which joined the Group in 2012, broadening the company’s range of house brands) – as *“an iconic brand that unites emotions and functionality, thanks to the use of high-quality protective lenses, which have made Polaroid an internationally renowned and respected brand. The bond with photography represents the perfect marriage between technology, science and design and emphasizes the original values and history of the Polaroid brand’s connection to light”*.

The project stems from a unique bond between the artist and the brand, and their shared passions. The photos will be displayed in a dedicated exhibition space at Superstudio Più, where Galimberti’s **Live Performance/Portrait** will also take place on Friday evening, May 10.

*“I remember when I started out in photography many, many years ago with the magical Polaroid brand”, says **Maurizio Galimberti**, “and now I have the opportunity to work with Polaroid again and to photograph the brand’s iconic sunglasses using its innovative film. I think it’s an intriguing ‘Dada-story’!”*

Polaroid Eyewear has always been a pioneer of polarized lens technology. It is a leading international eyewear brand that owes its name to the invention that changed the world of technology and optics - especially polarized lenses. Polaroid Eyewear produces its premium UltraSight™ polarized lenses using the exclusive Thermofusion™ technology at its manufacturing facility in Scotland and distributes its polarized sunglasses, Clip-ons, Suncovers™ and optical frames worldwide through its owner subsidiaries and its network of exclusive distributors. The brand joined the Safilo Group in April 2012. For further information: www.polaroideyewear.com.

The **Safilo Group** is worldwide leader in the premium eyewear sector for sunglasses, optical frames and sports eyewear. With an international presence through 30 owned subsidiaries in primary markets – in the America, Europe and Asia – and exclusive distributors, Safilo produces and distributes its house brands – Safilo, Carrera, Polaroid, Smith Optics, Oxydo – and the licensed brands Alexander McQueen, Banana Republic, Bobbi Brown (starting from 2014), BOSS, BOSS Orange, Bottega Veneta, Céline, Dior, Fossil, Gucci, HUGO, J.Lo by Jennifer Lopez, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saint Laurent, Saks Fifth Avenue and Tommy Hilfiger. For further information: www.safilo.com

Contacts:

Safilo Group Press office: Milan – Ph. +39 02 77807606 Padua – Ph. +39 049 6985322