



IMForest025, the *Itinerant Mediterranean Forest* calling for action against climate change returns to **Museo Sant'Orsola** in Florence. The initiative taking place during **PITTI_UOMO_108** is a collaboration between **LWCircus**, the lifestyle brand **04651/A Trip In A Bag**, the software house **Impulso** and **Parma Agency Group**.

Whilst Pitti Uomo 108 takes place, the cloister of the Museum hosts the second stop of this itinerant project that, throughout 2025, will bring a piece of the Mediterranean forest from Italy to Spain to highlight the urgency of a global reforestation process.

*The initiative will be presented to an international network consisting of fashion professionals, CEO's, brands founders & presidents, pr and communications executives, world renown architects and landscape architects, public servants, artists and Volunteers with the opening of the event scheduled on **Tuesday, June 17 at 5:00 PM.***

SOForest025 will feature artistic performances, interviews and talks. Guests will include **Lars Braun** CEO and Founder at 04651/ A Trip in A Bag, **Mathias Olsteg** co-founder and CSO at Impulso, **Konrad Olsson** Editor in Chief and Founder at Scandinavian Mind, **Henry Bava** founder of AGENCE TER in Paris, curator of *Nous Le Climat* at BAP! Biennial of Landscape at Versailles, **Marla Hernandez** from Acciò Ecologista Agrò, environmental organization in Valencia, **Vittorio Gazale** Director of Asinara National Park, Sardinia (Italy), **Annacaterina Piras**, Founder at LWCircus-Onlus non profit organization, **Morgane Lucquet Laforgue**, director of Museo Sant'Orsola.

*The project is curated by **LWCircus**, a sustainable development network between Mexico, Italy, and China, responsible for the Resilience, Art, and Landscape section at the Italian Pavilion of the 17th Venice Architecture Biennale. Annacaterina Piras, the project coordinator, explains: "The goal is to donate the trees to the city of Valencia by the end of the year, to contribute to the recovery from the 2024 floods with an environmental intervention shared process in collaboration with the local community"*

Florence, June 17, 2025 – **An itinerant forest** capable of storing CO2 and mitigating temperatures, **rising in one of Florence's historic locations with a fascinating past**. During **Pitti Uomo 108**, **Parma Agency Group**, the leading European agency in the luxury fashion sector, in collaboration with the lifestyle brand **04651/A Trip In A Bag**, the Swedish software house **Impulso** brings to Florence **SOForest025** (Sant'Orsola Forest) a portion of a real urban forest of holm oaks set up in the cloister of Museo Sant'Orsola to underline the urgency of a **global reforestation process** in response to climate change.

Promoted by the non-profit organization **LWCircus-Onlus**, a sustainable development network coordinated by **Annacaterina Piras** between Mexico, Italy, and China, **SOForest025** is the second stage of the broader **IMForest025** (Itinerant Mediterranean Forest) project, which throughout 2025 will see the forest grow with and travel across Europe in a "tour" that will reach the *XIII International Landscape Biennial of Barcelona*. **"The goal is to donate the trees to the city of Valencia, at the end of November 2025,"** explains Piras, **"with the planting of the trees to restore and consolidate the natural landscape conditions, violated by the 2024 floods, through an environmental intervention project and the direct involvement of the local community."**

The opening, starting at 5:00 PM with a presentation of the project by **LWCircus' referents**—Annacaterina Piras, co-founder and Carlo Piras Lo Presti, the latter also **Parma Agency Group CMO**. The event will continue with a series of interviews addressing environmental issues from various perspectives by **Scandinavian Mind** Editor in Chief Konrad Olsson. From 06:30pm to 07:30pm performances by **Laboratorio Silenzio** and lithophones artist **Toni Di Napoli** will take center stage. The event is supported by the first ready-to-drink single-serve cocktail, **The Perfect Cocktail** company and the Italian lifestyle sneaker brand, **NPPN**.

LWCircus-Onlus works with an international, itinerant creative community of architects, artists, landscape designers, photographers, and filmmakers, and since its founding has operated between Florence, Rome, and the Asinara Natural Park in Sardinia, as well as rural villages in Yucatán and China, with a series of operational design workshops which have led to the creation of the BRAL, Biennale of Resilience, Art, and Landscape, based in the Asinara island. Following the Venice Architecture Biennial and the Barcelona International Landscape Biennial in 2021, **LWCircus** organizes activities to foster dialogue between the two disciplines — architecture and landscape architecture — to promote the debate on the role of art and its positive influence towards cultural heritage and contemporary landscapes development.

Parma Agency Group is a leader in the luxury, premium, and contemporary fashion industry operating in the Benelux, Germany, Austria, Switzerland as well as the UK, Ireland and Australia.

The fashion industry is often criticized for its impact on the environment. To prove that it is possible to look at fashion from a different perspective, Parma Agency Group has decided to support LWCircus' innovative project: IMForest025.

"Since the beginning of the Parma adventure, we have given great importance to the values communicated by the brands" explains Carlo Piras Lo Presti. LWCircus focuses on finding new sustainable strategies for urban and rural development in vulnerable natural areas; "By highlighting these topics at Pitti Uomo, we want to show that the fashion industry can also adopt a sustainable, resilient and inclusive approach," concludes Carlo Piras Lo Presti; Group CMO

04651/A Trip In A Bag is inspired by the rugged nature of the North Sea island of Sylt, 04651/ A trip in a bag offers a travel collection that combines understatement with luxury, and transcends seasonal fashion trends with timeless designs. Durable products of the finest quality, a close dialogue with all production facilities based in Europe, short transport routes, and good working conditions for everyone who works with us – these values are important to us; **Lars Braun CEO**.

*Impulso's mission is to create a more sustainable fashion retail landscape. Impulso delivers seamless product tracking between fashion brands, agencies, and retailers. By sharing real-time sales and inventory data, Impulso increase sell-through and reduce overproduction. **David Thunmarker Co-Founder & CEO and Mathias Olsteg, Founder and CSO.***

***Museo Sant'Orsola**, which will be managed by a private non-profit foundation, created by the ARTEA group, is directed by curator Morgane Lucquet Laforgue and it will open its doors in 2026 in a portion of the former Sant'Orsola convent, currently under renovation. In anticipation of its official opening, the Museum is organizing exhibitions in different spaces within the construction site and inviting contemporary artists to create site-specific works that engage in dialogue with the monument and its history.*

***IMForest025** is a project by **LWCircus-Onlus**, with offices in Florence, Rome, and Mexico City, in collaboration with Museo Sant'Orsola, supported by PARMA AGENCY GROUP, 04651/ A Trip In A Bag, and Impulso under the patronage of the Metropolitan City of Florence, and Parco Nazionale dell'ASINARA with the scientific partnership of the XIII International Landscape Biennial of Barcelona, TURENSCAPE ACADEMY (Xixinan, CHN) and Agrò Acciò Ecologista, Valencia.*

INFO: www.lwcircus.org

Press Office LWCircus

Anacaterina Piras apiras.lwcircus@gmail.com

Press Office Parma Agency Group

Carlo Piras Lo Presti carlo@parma-agency.com