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NUOVA ITALIA

A MANIFESTO FOR CHANGE

The world loves Italy for its historic grandeur, its impeccable sense of style and beauty, its incredible food culture. Italians know how to enjoy la Dolce Vita. And it's true, deeply engrained in Italian culture, there is even a word for it: sprezzatura – making the difficulty of mastering life seem easy.

But what's also true:

The world loves Italy for its clichés.

Clichés that leave too much unsaid, that turn a country rich in cultural achievements into a museum, that seems to tend its own history instead of setting out to shape the future – like it used to.

It does not tell the whole story of a country with a rich cultural history. From Caravaggio to the Futurists, from Michelangelo Antonioni, Pier Paolo Pasolini, Umberto Eco, Miuccia Prada to Maurizio Cattelan – Italian art and creativity has always been disruptive, eye opening. Shaping how we live and feel, how the world thinks.

We miss this daring side of Italy.

And we are not the only ones. All the old gods, the churches, and palaces, all the history – their weight has become heavy in a dynamic and globalized world and on the back of a young generation, who wishes nothing more than to disrupt traditions instead of submitting to them. To them, Italy has become too small.

This young generation is looking beyond the Italian borders. Seeking global inspiration to shape the world in their image. Demanding freedom, justice and new ethics.

And we feel the effects already:

What we perceive as beautiful has changed. It has become closer to reality, it is more diverse, radical and ambitious in finding new aesthetics, whose influence already reaches beyond age, changing the fashion industry. New ways of living, new desires have evolved. The relationship between men and women is being redefined. Gender fluidity has opened up a new sexuality, new role models and new forms of expression. They look deeper than the surface. Desirable is what is engrained with culture, meaning, the intention to change the world for the better. With ethics, ambition and new looks – circulating and evolving in the global digital sphere to then transform our IRL.

There are new voices in Italy that deserve to be heard, new pop stars to be listened to, new labels to be worn, new actors and actresses to be seen. From Mahmood, to Off-White, from Alice Pagani to Måneskin. Game changers, who follow the Italian tradition of disruptive creativity. Producing art that has changed and modernized how we see the world.

What is missing is a voice for this generation, putting Italy back on the map of cultural relevancy.

We built STXDYOZ to become this voice: A magazine, digital channels and a cultural institution that gives Italian culture the place it deserves in this decade and beyond. XYZ's goal is to open eyes, to make us look at Italy in a new, refreshing way, and to shape the future for the better.

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STXDYOZ IS A POP CULTURE HIGH FASHION MAGAZINE REPRESENTING ITALY'S NEW CREATIVE GENERATION. IT WILL COVER CELEBRITIES, MUSIC, SPORTS AS WELL AS FASHION STORIES, ESSAYS, INTERVIEWS AND ART STORIES. THERE WILL ALSO BE SECTIONS THAT REGULARLY FEATURE ACCESSORIES SUCH AS BAGS, SHOES, ETC., JEWELRY AND WATCHES, AS WELL AS TECHNOLOGY, MOBILITY, FOOD AND BEVERAGE

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THE MAGAZINE APPEALS TO AN OPEN-MINDED, COSMOPOLITAN, HIGHLY EDUCATED ITALIAN AUDIENCE, INTERESTED IN A DIVERSE SOCIETY AND THE CULTURAL FIELDS OF DESIGN, FASHION, ART AND MUSIC, IN LOVE WITH THEIR OWN COUNTRY AND ITS RICH CULTURE, BUT ALSO ACTS GLOBALLY. THE INTERNATIONAL EDITION APPEALS MAINLY TO A READERSHIP THAT IS VERY INTERESTED IN FASHION AND CULTURAL MOVEMENTS, AND PEOPLE WHO COLLECT MAGAZINES THAT CELEBRATE BEAUTY AND WANT TO BE AT THE FOREFRONT OF A MOVEMENT.

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ANDREA ADAMO
Fashion



ANDREA ADAMO

Interview

G	Mi vuoi raccontare qual è stato il tuo punto di partenza e il tuo percorso?
A	Mi sono laureato in scenografia all'Accademia delle Belle Arti di Bologna dopodiché, finiti gli studi, sono stato subito assunto da un'azienda a Bologna, Elisabetta Franchi, dove ho lavorato quattro anni e mezzo. È stata un'esperienza che mi ha molto formato a livello caratteriale, dando ancora più determinazione al mio lavoro.
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2 ISSUES PER YEAR







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On Sale
APRIL 2023

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21.02.2023

ORDERS REGULAR PLACEMENTS
28.02.2023

MATERIAL
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On Sale
OCTOBER 2023

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22.08.2023

ORDERS REGULAR PLACEMENTS
29.08.2023

MATERIAL
05.09.2023

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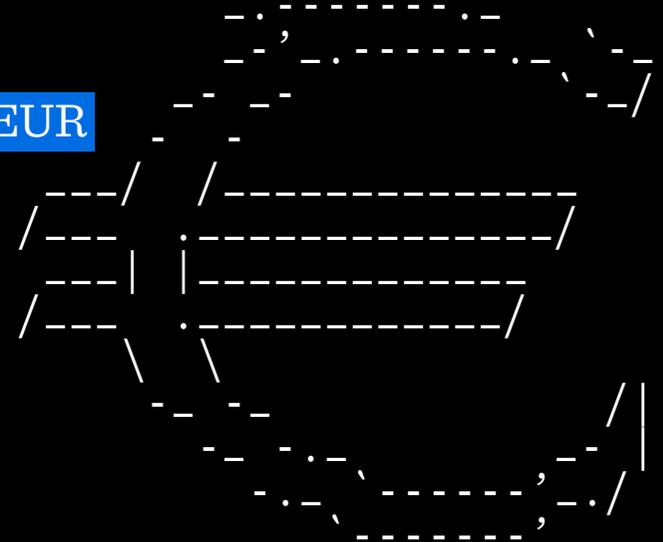
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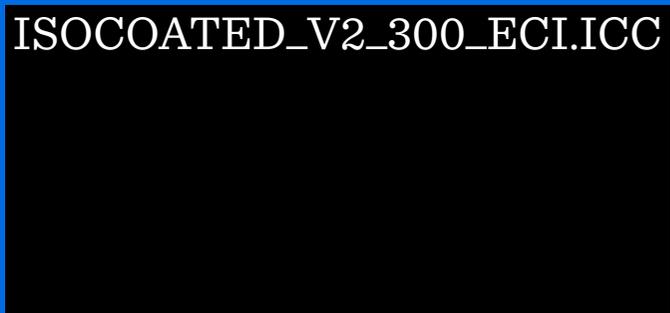
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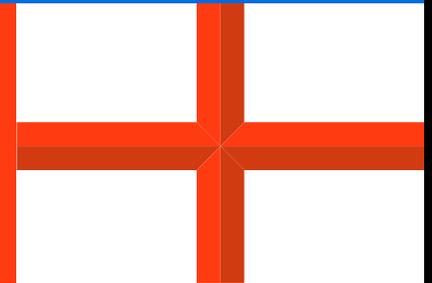
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