

TUTTO ARABI

at Venice Film Festival



by Giorgia Mauri ■ photos by Simone Bergamaschi

On the occasion of the 80th Venice Film Festival, we did not miss the opportunity to be there as a magazine. The intention is to broaden the visibility of our magazine and especially the world of the Arabian horse as much as possible outside our slice of the market. We think that making the world of the Arabian horse better known and more mainstream can help the whole system expand, creating access to new energies and new synergies. The effort is very great but the desire to find new stimulation, new languages, new scenarios sustains us in this adventure.

The projects that have been born in these years and that have made us converse with worlds outside the Arabian horse, that of art and luxury with LLL, Luxury, Leisure, Lifestyle or deepen already established ties from the female point of view with the We, Women project, all these works have allowed us to glimpse new possibilities, made us imagine new narrative languages.

We have to thank those who together with us believed in this idea and provided their image and ideas giving creative energy to our presence in Venice.

Mindy Peters, who has long stood by the We, Women project wanted to be present at this juncture as well by donating t-shirts created in collaboration with We, Women project and which had already sold out in Menton. After the huge success in the VIP area of the Mediterranean & Arab Countries Arabian Horse Championship 2023 in terms of spreading the

message in support of women and interest from a growing number of people We, Women project and Mindy Peters decided to take part in the Tutto Arabi initiative and to be present in Venice at the Lido as part of the Film Festival at Tutto Arabi stand where the t-shirts will be promoted with global visibility, bringing to the world the messages chosen to support women around the world:

“When women support each other incredible things happen.”

“Shout out to all the amazing men who sincerely support women”

As far as the luxury sector is concerned, two are the excellent names of Made in Italy, promoters of the high craftsmanship that distinguishes Italians all over the world combined with mastery in design, who wanted to join Tutto Arabi in this great promotional operation.

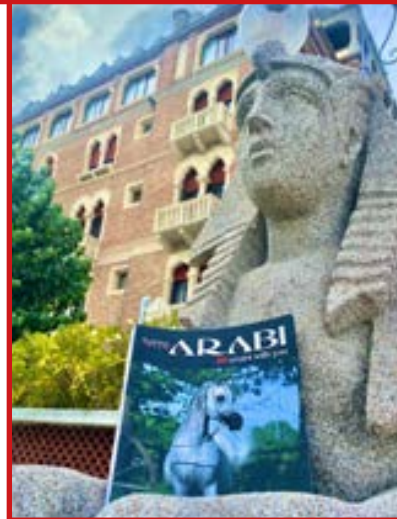
Giancarlo Petriglia, an important name in Italian design who creates women's bags that are true works of art in his Milan atelier-gallery where he welcomes many international fashion names his loyal customers.

His creations are as precious as jewelry, one-of-a-kind pieces that are worn as luxurious red carpet accessories. The fabulous details are impeccably curated. Each bag is a story in itself, to be discovered.

Devis Palazzi, master goldsmith who creates unique pieces of jewelry which are born from an intuition that becomes a work of art.

He creates unique, one-of-a-kind pieces made to capture and cherish secret emotions.

A passion for art and the pursuit of beauty inspire each of Palazzi's works. The work of the Master Goldsmith is the expression that finds form through his long experience made of study and great creative sensitivity.





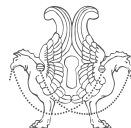
Nature is always the protagonist in every nuance: unrepeatable materials, colors and sounds become part of every project where the precious element is a tribute to what is pure and intangible.

The third brand to accompany us to Venice is LT Consulting which has been involved in integrated communication strategies and services for more than 20 years. It helps companies, many in the film industry, to better communicate and set up and manage their presence at international trade shows and in their retail. Consulting, planning, logistics and set-up, as well as design and production of all merchandising. LT Consulting is executive in communication and with Tutto Arabi has shared for many years the spirit open to the world while remaining faithful to attention to detail and promptness of execution for the best satisfaction of its national and international clients.

Bigdungbag is a startup that is entering the world with a design product for which it holds the patent and wants to position itself between the equestrian sector and the world of luxury. It proposes the prototype of a cross-use accessory for the entire equestrian world, a bag that allows to keep horses and environment clean and can be used in all areas of equestrian, sports, morphology, advertising, art, photography, and fairs. Maggiolen Uscotti, the founder, also decided to promote her startup in the pages of Tutto Arabi. She believes in innovation, beauty and hers is a design proposal applicable to the world of equestrian luxury.

Simone Bergamaschi accompanied us for a stretch of this journey in search of a new narrative language, an issue he feels strongly about and is developing together with Tutto Arabi.

Tutto Arabi's booth will be open from September 6 to 9, as part of the 80th Venice Film Festival. □



GIANCARLO PETRIGLIA
MADE IN ITALY



WE, WOMEN
The women of today for the women of tomorrow

TUTTO ARABI

Simone Bergamaschi
PHOTOGRAPHER

LLL
LUXURY LEISURE LIFESTYLE



WE, WOMEN project and Mindy Peters Arabians go to 80th Venice Film Festival

T-shirts will be available at the stand
6-9 Sept 2023



Thank you to Mindy Peters
for sharing the idea with WE, WOMEN.



Over 300 t-shirts

distributed in the VIP area at Mediterranean & Arab Countries
Arabian Horse Championship 2023 in Menton
in support of women of the world



*When women
support
each other,
incredible
things
happen.*

(Woman Fit)

*Shout out
to all the
amazing men
who sincerely
support
women.*

(Man Fit)

Thanks to *Shirley De Cuypere*
for the beautiful sketch

sdcuypere_paintings

Follow us!

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we_women_project



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Empowered people empower people. Together we are stronger.