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 Age: from 14 years and for everyone  
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**SUGGESTIONS FROM THE WORLD OF FASHION**

## B.LIVE • THE OTHER SIDE OF FASHION

### THE BOOK

What goes into the creation of a fashion collection? A world of suggestions and creative inspiration, a surprising, unexpected and at times roller-coaster journey that is revealed to us page after page through the first-hand experiences of a group of adolescents who follow a fashion workshop, right up to the conception and creation of a fashion collection that will be put on the market.

This book then is a journey through pictures, photos, colours, thoughts and emotions which come together to tell the story of fashion in general and one collection in particular created by the young people behind the *brand* "B.LIVE".

### THE AUTHORS

**A GROUP OF ADOLESCENTS** who took part in the "The Magic Temple" fashion and art workshop

**TEACHING STAFF FROM THE "IL TEMPO MAGICO" WORKSHOP**

*Gentucca Bini*-Milanese fashion stylist, *Madina Ferrari*-Madina Group, *Paola Gaggiotti*-artist, *Michela Gattermayer*-assistent editor in chief Vanity Fair, *Alice Patriccioli*-photographer.

**THE B.LIVE PROJECT** sprang from the desire to explain the process behind the "The Magic Temple" art and fashion workshop organized by the Magica Cleme Foundation, thanks to the hard work and dedication of Ottavia Borella, Bill Niada and Emilia Sada, the Istituto dei Tumori di Milano and the participation of Doctor Andrea Ferrari. The participants in the workshop are a group of adolescents currently being treated at the Institute.