



A.I. CREATIVE CRIME

A.I. Artisanal Intelligence
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Palazzo delle Esposizioni

curated by Clara Tosi Pamphili and Alessio de'Navasques

Someone said that creativity is a crime because those who create indulge in a sort of artistic delinquency, an inevitable violation of existing rules to challenge the norms of everyday living.

A.I. Creative Crime kicks off the Altaroma Fashion Hub section. It tells the stories of 100 artists, artisans and designers who have taken part in 10 editions of Artisanal Intelligence at Altaroma. Participants are presented as listed criminals whose mugshots are taken after they have been 'questioned'. Not only a form of documentation, but also an exhibition that not only provides an overview of the work performed but also explores the situation of those who, in addition to creating, are also forced to act as their own entrepreneurs. Important research work, the result of observations not only made in the Italian territory but also outside.

The exhibition was made possible thanks to the co-financing of the Latium Region, is divided into two different spaces, both housed in the same room. An anthological archives featuring a selection of the most significant pieces, complete with the files of those participants who have taken part in the project for the past five years and, in front of this, a space dedicated to the creations of this edition's new designers, arranged, not in chronological order like those of their more experienced counterparts, but displayed in a more random manner. The two areas are symbolically divided by a desk resembling those found at police stations on which there stands an open register featuring the same files that are posted on the walls inside.

The register tells the story of the project developed by Altaroma which, since the beginning, has worked tirelessly to identify and promote new brands. Thanks to this ongoing commitment, Altaroma has contributed significantly to the regeneration of a system, expanding its horizons to encompass not only fashion but also art and design.

A.I. has invented a system that has become one of the elements of common usage to express a contemporary creative world. It has created a 'laboratory' using elements designed to allow new designers to grow and gain maximum exposure. A sort of controlled hothouse enabling buds to spring from new plants. A

place in which they are tended with loving care in order to allow them to continue their development in other places such as Florence or Milan.

Elective affinities that bind natural elements to create other forms of artistic life, collaborations between artists and designers that will result in the restyling and renaissance of elements of our tradition, thanks to the 'improper' use of materials such as fabrics or aluminium.

The aim of this July edition is a means to evaluate, to cross check a process by staging an exhibition that lists each individual story encountered up to now, in a bid to assess their current situation and, by so doing, to create an interesting 'financial statement' regarding the evolution of the process. Data describing the success stories and collaborations of those who have grown and consolidated their skills, a sort of overview of the current status of each one of them, serving as a useful tool to develop a real laboratory.

To confirm the research-oriented mission of A.I and the Fashion Hub, the collaboration represented at this year's event by IUAV of Venice and Rome's Accademia di Costume e Moda is fundamental.

The new 'stories' featured this year will include:

Hats by Ilariusss

Ilaria Soncini draws inspiration from the world of Haute Couture and the theatre, whose history and structures she has assimilated by studying the history of the hat from 1500 to the present time, infusing the present with the artistic workmanship and details of the past. Ilariusss takes romance and magic, theatre and structure and combines them together to create one of a kind, artisanal headwear. When choosing one of her hats, customers are captivated by their unusual geometries and the clean-cut lines that revisit the classical shapes of the hat in a whimsical key. Exclusively handcrafted, each piece is further enhanced by the designer's beautiful hand-stitched silk linings which give them an air of 'regality'. Her hats, characterized by brims that have a fresh, contemporary cut, break with the tradition of classical rounded shapes. The Ilariusss style is the result of a mixture of techniques, a perfect marriage of traditional and contemporary artisanship.

Dresses by Lieke Pansters

A graduate in fashion design from ArtEz, after working with various couture houses, Lieke Pansters decided to launch her own collection. For this particular project, Pansters drew inspiration from the work of two artists of the past: architect, designer and versatile Italian artist Carlo Mollino and Russian Suprematist artist Nikolai Suetin. In-depth research on fabrics and meticulous craftsmanship served as the basis for her project. Pairings, colours, tailored lines and an aesthetic boasting a meld of effortless elegance, wearability and lightness round off the whole. Six organza and velvet dresses, exclusively crafted by Italian artisans.

Accessories by Michele Chiocciolini

After studying architecture, young Tuscan designer Michele Chiocciolini developed his accessories project, a line of men's clutch bags which have now become his strength. Exclusively Made in Italy leather clutches, cut and sewn by hand by the skilled craftsmen of one of the oldest workshops in Florence. Chiocciolini's clutches are inspired by a clear pop imagery with images referring to the 1980s: graffiti, New York, Madonna, Prince and Keith Haring.

Silvia Bergomi shirts for Nuagy

Silvia Bergomi, a well-known designer and fashion consultant for numerous magazines and international brands, has launched her first project. Based on her specific idea of style, she has invented her own concept of a dress-code, pieces to be worn on all occasions, season after season. The result is an innovative design adventure: NUAGY, ageless, timeless uniforms for everyday wear. 100% Made in Italy.

BB, Luigi Borbone's jewellery collection

Flowers, insects, architectural elements, decorations borrowed from dream-like settings, assembled by hand like artistic collages. Jewellery that completes the outfits and looks of women intent on making a statement. Though large and striking, they are made from a poor material bathed in gold. A different take on couture and creativity for a collection that features a perfect meld of art and craftsmanship.

Fabrics by Pierre-Louis Mascia

French illustrator and designer Pierre-Louis Mascia uses the collage technique to create intricate patterns boasting a surprising graphic spontaneity that he then prints on accessories and clothing. He combines painstaking attention to detail with a natural softness, using unexpected juxtapositions, unusual parallels and optical duplications. He refers to himself like this. "I consider myself more of a designer than a fashion designer. The blend of different patterns, scrupulous attention to colour and the use of materials define the identity of my collection." Pierre-Louis Mascia's compositions are flat patterns that originate in 3D. The end product is the result of a sensitive, intuitive selection. When worn, they regain their original volume. Everything serves as a source of inspiration: optical combinations of vintage fabrics and pages torn out of the books; old wall paper and vintage clothing; a curtain, a shadow and possibly the way in which antique books are arranged on a bookshelf.

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