

ALTAROMA

A.I. STUDIO'

A.I. Artisanal Intelligence

26 – 29 January 2017

Guido Reni District

Via Guido Reni, 7

Curated by Clara Tosi Pamphili and Alessio de' Navasques

The “**Studio**” is the workplace of both the artist and artisan. A place where creative thought takes shape. **A.I. Artisanal Intelligence** reconstructs this space of emotional memory and craftsmanship, inspired by experimentation with shapes and colour.

Ideas, accessories and creations will interact freely, due their affinity and style, reconnecting even after a distance of time. They will pair visually with signs and colours, in the aesthetic synthesis of hand-sewn, woven beauty. This is a flow that unceasingly traverses the environment, leaving simply a trace, a brushstroke, an image, an intangible entity like an artistic theory. Each situation is the documentation of the experiment or test used to achieve the result. It is the celebration of fashion as a phenomenon reviving the enthusiasm for the skill involved in artisanship and poetic romanticism. It encapsulates spiritualism, allegories, fairytale symbols and the re-imagining of impoverished sportswear, thanks to the culture of this new virtual world. This is the luxury of a studied artifact, technical skills, the control of time and the working stages; a process that connects architecture, design and the history of fashion to high-end craftsmanship.

A tapestry, a decoration for the wall or floor, becomes a textile archetype marking the beginning of a journey that starts with **Enrico Accatino** and ends with **Alberto Di Fabio**, using tapestries created by these artisans 50 years apart. Their colours work in tandem with those of the bags of **Magri**, the shoes of Aletheia Milano, the dresses of **Davide Grillo**, **Jezabelle Cormio**, **Karoline Lang**, **Ahirain**, **Vien** and **Frederick Hornof**. The textile experiment, like the garment designed by **Serie Numerica**, continues with leather and matterlike woven textiles by **Marta Mantovani**, the bags by **Forms Studio** and **Solipsi**, and the necklaces by **Collanevrosi**.

The cycle focuses on the dresses and works of **Aurore Thibout**, as a perfect amalgamation of the creative process, and is interpreted, in addition to the re-imagined printed and woven versions, by the large table of **L'HUB by Barbara Zucchi Frua**, who, with her ‘blocks’, describes the reinvention of a technique used by William Morris more than two hundred years ago. Weaving and printed images become a tapestry, clothing and tools, which now look like small works of art.

A.I. Artisanal Intelligence confirms Rome’s mission of welcoming new and old art forms, creating the conditions for dialogue and growth or rebirth. This process of research and development, of vital importance for the future of fashion but not only, is supported by **Value Retail**, whose nine villages in Europe and two in China are changing the philosophy of shopping. In keeping with its desire to make luxury accessible, it creates a welcoming atmosphere designed to make people feel good, reflecting the traditions of the host location. As proof of the support to A.I., **Desirée Bollier**, Chairman of **Value Retail management**, will be present at the event. The partnering of these two organizations, dedicated respectively to research and distribution, are key to the growth of emerging talent.

This event exemplifies what Rome can offer both as a place of invention and history, and as a perfect backdrop for events generating innovation.

Accessories:

MAGRI'

The glamour of a project involving the creation of a sophisticated but contemporary bag. Isabella Pia Ayoub’s architectural background is completed by her research, her passion for dance and music, and her life as a sophisticated woman dividing her time between her family in Manhattan and her accessories company, which manufactures exclusively in Italy. At A.I. she will present a collection, inspired by the 1965 Richard Avedon photos of Jean Shrimpton wearing a space mask, as a memory of people’s perception of the space

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age, which today she translates, using lines and materials, into a dimension of virtual space.

FORMS STUDIO

An artistic brand founded by architect Anastasia Komarova in Moscow in 2011. Her bags are a combination of her vision and interpretation of a shape, imagined by the architect who studies the environment and materials, resulting in solutions that generate an artistic object that is both functional and design-oriented. Thanks to the technology that she has perfected, surfaces have a tactile feel, and leather takes on a pebbly appearance. Komarova's collection of 'architecture-meets-fashion' transcends time and space as an object of imaginative perception.

SOLIPSI

In 2016, after graduating with a diploma in fashion design from Naba in Milan and gaining in-depth experience while travelling as a trend forecaster for several important international companies, Cecilia Serafini established Solipsi and began producing her 'Bodybags', accessories that were conceived to be worn and not carried. Thanks to their design, which is based on the shape of the body and the use of harnesses and belts, her bags became an eclectic accessory, a functional body jewel created by skilled Florentine artisans. The collection will be presented for the first time at the A.I. event.

ALETHEIA MILANO

The taste and creativity of young Venezuelan designer Diana Carolina Yanes, combined with the stylistic experience acquired while working for brands such as Oscar de la Renta and Alexander Wang, resulted in the creation of shoes designed for an intellectual, modern woman. Materials are precious, but not ostentatious while luxury is a sophisticated concept, expressed through a combination of colours, a careful selection of skins and cultured quotations. The reinvention of iconic signs, including fringe or open-toe footwear, highlights the eclectic style of the brand.

COLLANEVROSI

Precious jewels resembling the beauty of nature surrounding us. Timeless objects, exemplifying both the past and present. A collection created for this edition of A.I. that celebrates the reality of imperfection, of something unknown and then discovered, like the sea bed. Materials and colours endeavor to reproduce shells and aquatic elements, with dyed sponges used as a substitute for precious stones, utilizing brass and wood, cut smoothed and modeled with water and painted with the technique used by luthiers.

Clothing:

AUORE THIBOUT

The focal point of A.I.'s theme is the ideal starting point where the work of Aurore Thibout, a mixture of art and fashion, takes shape in a dress and creations that are conceptually, absolutely indivisible. The designer expresses herself thanks to collaborations with artisan dyer Akasaka Taketoshi from Kyoto, a master of the Katazome technique, and artist Makoto Ofune, renowned for his skilled use of pigments and the representation of the naturalist subconscious. Aurore Thibout's textiles are infused with a poetic touch, a tribute to the beauty that she uncovers like an archaeologist.

DAVIDE GRILLO

Born in 1993, Davide Grillo began his career in fashion at the Istituto per l'artigianato della moda in Parma, thereafter expanding his experience by enrolling at courses at Central Saint Martins in London and the Nafa Fur Studio in Toronto. His creative talent won him an award at "Riccone Moda Italia", and, in 2014, he was selected as one of the winners at the 'Next Generation' competition, giving him an opportunity to showcase his creations on the catwalks of Milano Moda. After gaining work experience as a designer for Pinko and later Dolce&Gabbana, he founded his own-name brand in 2016. These are imbued with a poetic identity, but are deeply rooted in the timeless values of artisan tradition.

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FREDERICK HORNOF

After graduating from the Royal Academy of Fine Arts in Antwerp and working as an assistant designer at Thierry Mugler, the young designer returned to Antwerp to establish his own-name brand. His world of reference is the cinema and Fassbinder's female star Petra von Kant: a dramatic character both submissive and dominant, translated into the construction of a dress, consisting of matterlike and structural contrasts. A mixture of severity and lightness, he uses feminine lace and stiff cottons to construct a visual image of introspective confidence, with new individuals, both covered and uncovered.

SERIE NUMERICA

This brand is known for revolutionizing existing schema in terms of production, communication and artisanal working techniques. Its two designers, Maria De Ambrogio and Stella Tosco, tap into any creative experience that helps them to convey their vision. Focusing primarily on knitwear and leather, their experimentation is based on unconventional methods involving new technologies and partnerships. Renowned for its well-defined, recognizable style and good visual communication, this brand, founded in Turin in 2009, is distributed worldwide at selected shops.

CORMIO

Jezabelle Cormio is a young designer and a child of age. After an international education in fashion, she began working in diverse artistic worlds, using the irreverent approach that defines her style, while always focusing on the artisanal quality of her creations. In order to oversee the execution of each garment, she lives in Veneto, where the workshops that she uses are located. These include embroiders, print shops, pattern makers and seamstresses, as well as innovators in the field of digital and analogical technology. Her collections will be presented exclusively at the opening ceremony.

MARTA MANTOVANI

After studying at two important academies, the Academy of Fine Arts in Rome and Esmod in Paris, Marta began experimenting with fur and leather, resulting in collaborations with brands of the caliber of Ralph Lauren, Chanel, Calvin Klein and Loewe. Born in 1987, Marta is an artist and an artisan, who has no boundaries when it comes to implementing new techniques and materials. Her creations are distinguished by superb craftsmanship and meticulous attention to detail.

KAROLINE LANG

This brand combines two cultures, Lebanon and Austria, with elegance and style. Young designer Karine Tawil drew inspiration for her label from the strong women in her family. After working for Marni in Milan, and Reem Acra in New York, Karine returned to Beirut and starting designing couture dresses at home. Her style is imbued with the aesthetics of an explorer. She designs clothes for the body of a woman who is both sophisticated and always on the move. She studies and follows the movements of the body, emphasizing these like architectural symbols.

AHIRAIN

The contemporary overturn of pre-established rules regarding gender or the use of materials gives life to a contemporary product of neo-sportswear: *minimalist* lines with, an emphasis on sartorial craftsmanship. An ultra-modern look created thanks to a unique mixture of materials and technology, manufactured exclusively in Italy. These garments speak of change, and a desire to demonstrate the evolution of urban communities and nomadic citizens, constantly on the move.

VIEN

Vien lays the groundwork for a new wardrobe. It opens a debate on the frenetic productions of the collections. This is a new way of conceiving and developing fashion projects. This is an in-depth awareness of female sensitivity, and sensuality that does not stem from the body but rather from an attitude. It is a schizophrenic perception of male and female identity, a concept of covering and uncovering and a mixing of genders and items. The personality of the individual becomes an essential condition of style. Vien will present a preview of several of its pieces, prior to debuting in February on the catwalks of Milan's Fashion Week.

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ARTISTS ENRICO ACCATINO AND ALBERTO DI FABIO PRESENT PENNE'S TAPESTRY STUDIO

At this edition, Artisanal Intelligence explores the rebirth of Italian excellence that combines the world of contemporary art with the richness of the textile traditions of Abruzzo. In 1960, two masters of art, Fernando Di Nicola and Nicola Tonelli, teamed up with several local weavers to establish the Penne-based tapestry studio.

This traditional technique became contemporary thanks to Enrico Accatino, a Roman artist, who, starting from the mid-sixties, produced more than sixty tapestries with them. An experimental experience, involving the development of bi-and tri-dimensional solutions to create 'woven wall paintings', which from that time onwards were described as 'Tessilità' known today as fiber-art. Thanks to Accatino, this ancient artisanal technique was infused with new life, becoming a medium for a new expressive language that involved other artists including Capogrossi, Afro, Balla and Avenali, who also drew inspiration from the cartoons of Calder and Le Corbusier. After a sixteen-year hiatus, and inspired by the same creative intelligence and enthusiasm for artisanal work, Alberto Di Fabio re-opened the tapestry studio in 2014, thanks to a re-launch project subsidized by Brioni s.p.a., the Musap Foundation, the Alisei Cooperative and the Gal Terre Pescara. Two tapestries created for Di Fabio, enabled the tapestry studio to resume the journey undertaken by Accatino, and it now collaborates with Marco Tirelli, Matteo Nasini and Costas Varotsos.

L'HUB BY BARBARA ZUCCHI FRUA

A place that combines the activities of a workshop and the sale of new products, the result of the re-engineering of printing techniques that are studied, communicated and transformed into re-invented artefacts. Thanks to her invaluable inheritance of antique wooden blocks from the most important collection in the world, Barbara Zucchi Frua combines her family's years of experience with professional skills to offer artisans new training methods. Inspired by the values of protecting a cultural and artisanal heritage, her hub represents a community that is open to new technologies based on methods that combine the artisan's trade with those of the designer.