

MILANO

#DRESSES



#MFW2020

INTERNATIONAL CONTEMPORARY ART EXHIBITION

CATALOGUE

Curated by Art Directors Carlo Greco and Alessandra Magni

Critical texts by Art Curators

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“One should either be a work of art, or wear a work of art”
(Oscar Wilde)

“DressME” aims at expressing the idea of designing a journey which combines the worlds of art and fashion, two creative universes that are linked by an indissoluble relationship made of collaborations, dialogue, synergies and fusions: these aspects contributed to thin the traditional boundaries of genre and to create a melting pot of new styles and influences with a significant social and aesthetic impact. The acronym comes from a play on words for an exhibition which investigates the ambition and capability of art in “dressing” our everyday life with tendencies and personality; needless to say, it is clear and immediate the reference to Milan, the capital of fashion and the hotbed for talent, dynamism, innovation and brand new trends. Not by chance the project takes place during the Milan Fashion Week, the main meeting occasion and point of reference for designers from all over the globe. In this context the concept of exhibiting is of key importance and it is seen as a way of showing everybody’s true nature and identity without considering the common preconceptions, prejudice or opinions. It is in some way like being naked in order to be able to wear the universal dress of art and be free to choose the colour, the shape, the material that suits us best and becomes the texture of our character and vision. Nobody can deny the existence of a very close bond between artists and fashion designers where the play of shapes, rhythms, tints and decorations are the common elements of an instinctive research for harmony, for beauty and for a reading key of a reality in which fantasy and dreams are the protagonists of this theatre of emotions. Fashion is inherently a form of art. Each of the two feeds the other in order to give birth to organisms that are somewhere between the tangible and the ephemeral, constructions that manifest the human desire for widening the horizon of our perceptions and show who we are and we want to be, our uniqueness and originality. The paintings, the sculpture, the clothes and any other artistic production have the peculiar capability not only to offer us objects to adorn the exterior appearance of things, but they are first of all invaluable gifts that we can use in order to enrich or baggage in terms of feelings and intimacy and to convey a message. The common denominator resides in the fact of being against the tradition and in finding innovative expressive channels and figurative languages, even new codes and paradigms to interpret the continuous evolution of times. M.A.D.S is the inventor, the promoter and the ideal box to host this project and, for this event, it will become a vibrant and multicultural atelier where “the tailors of ideas” will have the chance of cutting, recomposing, modelling and tailor making their creations for us so we can wear their thoughts and treasure them. With my picture on the cover, in the role of curator and muse, I, Erika, invite you all to a challenge, the one of dressing and colouring us, as if we were blank canvas awaiting to be painted, in order to share with you this magical and captivating atmosphere.

Concept by Erika Gravante, Art Curator, graduated in Product Design, Master in Visual Merchandising

Bodil Fossheim-Bugge

“In to the depth” is the powerful result of the Norwegian artist Bodil Fossheim-Bugge, whose mixed media art style allows her to always create unique and intimate pieces keeping at the same time that universal influence and mission, inviting the viewers to challenge their intuition and to dig into an enriching and introspective experience. In fact, by contemplating the painting, the audience is brought to a profound and almost oniric journey, opening up a dialogue with his inner soul and with the visceral suggestions the artwork evokes. The quality of Bodil’s poetics is exactly her mastery in blending the different art’s layers, keeping strongly her subjectivity and personal touch while representing on canvas the strength of her biggest inspirations and creative catalysts: the magnificence of nature and the immensity of universe. The light blue background of the painting - linked to a sense of infinity - functions as a soft frame for the gold explosion placed at the canvas’s centre, which recalls pureness and eternity. The practice of creating intuitive artwork involves the process of letting go expectations and looking for the artist’s inner voice while embracing the stimuli of the surrounding. This introspective and spontaneous approach is what is left on canvas by Bodil, able to encourage the viewer to go through to same investigation.

“Intuition is a method of feeling one’s way intellectually into the inner heart of a thing to locate what is unique and inexpressible in it” (Henri Bergson)

Art Curator Cecilia Terenzoni

Bodil Fossheim-Bugge



In To The Depth