

“CUSTOMIZED FURNITURE”

**Objects for the home interpreted and decorated by Dsquared,
Alessandro De Benedetti and Saverio Palatella.
Edited by Dilmos, with Cristina Morozzi and Enzo Catellani.**

Napoleon, having removed the magnificent vestments of the emperor, is once again a common man.

In the eyes of the simple folk, the clothes make the ruler. This is the parable told by the A. Taylor's recent film "The Emperor's New Clothes", and by garments in general, which, "after all, do make the man, or at least the man's appearance".

In a society centred around appearance, clothes are a distinctive sign of identity, with garments being used to express the first tale - and that closest to the skin - of the individual's self.

By covering up, clothes reveal the secrets of the body and the soul. At times, a dressed body can be more shamelessly bold than a naked one. Dressing things amounts to covering them with another story line. Their identity is altered, revealing a new aesthetic manifestation and possibly an unsuspected function.

Dressing things means providing them with a new and different life. The interior, as Jean Baudrillard writes in his "System of Objects" (1979), is a question of covers and cases. Placing linings on objects means redesigning domestic interiors. The designers who have undertaken this process of "reanimating" objects which have been lived with have not limited themselves to building houses or to overlaying films, but they have actually carried out reinterpretations. Daring to apply the eccentric, hard-hitting language of their fashion creations, they have created the covers for an interior which brazenly produces a contamination of languages. Framed in a perimeter of light designed by Enzo Catellani, the objects interpreted become works that symbolise the emerging need for the customisation of people and objects, making each of us an I and each and every thing unique unto itself.

Cristina Morozzi

“PIC-NIC TABLE” BY DSQUARED

ARTIFICE IS BORN OF MAN'S DESIRE TO CREATE ANOTHER VERSION OF HIMSELF.
WE SEEK TRUTH THROUGH FICTION.

THE CHESTNUT PICNIC TABLE FOR TWO SIGNIFIES A CONTAINER OF MEMORIES OF HAPPY MOMENTS LINKED TO TIME SPENT WITH FRIENDS AND FAMILY , TO NATURE, RELAXATION AND THE SUN.

THE BASIC,ROUGH-HEWN TABLE, SYNONYMOUS WITH SIMPLICITY, DESIGNED FOR TWO SINCE DEAN AND DAN ARE TWINS AND THEY ARE SEEKING TO EXPRESS A SENSE OF ROMANTIC INTIMACY THROUGH THE IDEA OF THE COUPLE.

DESIGNER PROFILE

DEAN AND DAN CATEN, THE CANADIAN TWIN BROTHERS, MOVED TO MILAN TO CREATE A MEN'S COLLECTION, SOMETHING COMPLETELY DIFFERENT, PERSONAL, AND UNIQUE TO THEMSELVES, ACCIDENTALLY CHIC, EFFORTLESSLY COOL, UNAPOLOGETICAL CLOTHES.

SINCE 1994 THEIR COLLECTION DSQUARED HAS BEEN BUILDING A STEADY FOLLOWING AROUND THE WORLD.THEIR CLEVER MIXTURE OF AMERICAN DREAMS, ITALIAN TAILORING AND REFINEMENT, AND PERSONAL ATTENTION TO DETAIL, PROLIFICALLY YIELD WITTY, IRONIC AND,ABOVE ALL, PROVOCATIVE LOOKS FOR AN UNCOMMON MALE FOLLOWING .

TRAILER PARKS,TRUCK DRIVERS ,COWBOYS, MILITARY MEN , MOTOCROSS RIDERS, AND MATADORS HAVE ALL FOUND THEIR WAY TO THE RUNWAY VIA DSQUARED.

IT'S NO SURPRISE THAT SOME OF THE ENTERTAINMENT INDUSTRY'S MOST DISCERNING AND ORIGINAL TALENTS HAVE SOUGHT OUT THE TWO MODEST BROTHERS ' CREATIVE PROGENY. RICKY MARTIN,JUSTIN TIMBERLAKE AND LENNY KRAVITZ HAVE ALL DONNED THE COLLECTION'S RICH OFFERINGS . DEAN AND DAN HAVE ALSO CREATED LOOKS FOR WOMEN AS WELL INCLUDING MADONNA.THE BOYS WERE COMMISSIONED TO CREATE COSTUMES FOR THE SUPERSTARS' "DON'T TELL ME " VIDEO AND WERE ALSO RESPONSIBLE FOR THE COWBOY SEGMENT IN HER LAST SUMMERS' DROWNED WORLD TOUR.

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“SOFA” BY ALESSANDRO DE BENEDETTI

CLOTHING IS THE FIRST FURNITURE. IT INSTILLS AN INTIMATE RAPPORT BETWEEN MAN AND AN ARCHITECTURE WHICH IS KIND TO THE BODY.

THE SUIT IS THE BODY'S ROOM ON A REDUCED SCALE.

THE OBJECT OF DESIGN, AS WITH THE SUIT, ENABLES THE MAN TO ENTER INTO A RELATIONSHIP WITH SPACE. THE CLOTHING ALMOST BECOMES A DOUBLE FOR THE BODY.

A CLASSIC DIVAN WITH A ROUNDED SILHOUETTE, BALANCED AND WORN, COVERED IN STRETCHED FABRIC AND LEATHER PAINTED CARDINAL RED, FINELY STITCHED WITH INCORPORATED CHIFFON SKIRTING IN RED SILK : DESIGNED TO BE A SYMBOLIC AND SEDUCTIVE DOUBLE FOR THE BODY.

DESIGNER PROFILE

BORN IN GENOVA IN THE BEGINNING OF THE 70'S.

LATE 90'S AFTER STUDYING FASHION DESIGN AT MARANGONI INSTITUTE OF MILAN, ALESSANDRO BEGAN TO COLLABORATE WITH INTERNATIONAL PRESTIGIOUS MAISONS. IN '98 ALESSANDRO COMES OUT WITH HIS OWN P-à-P COLLECTION, WITH AN EDGY COUTURE TOUCH.

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“ROCKING CHAIR” BY SAVERIO PALATELLA

A HOUSE IN BLACK CASHMERE, OR BETTER, A GENUINE DJELLABA IN CASHMERE. THE SAME CLOTHING TO DRESS PEOPLE AND OBJECTS, ALTERING THE TRADITIONAL IDEA OF DRESS AND EXALTING THE TRANSFORMABILITY OF CLOTHING. THE DJELLABA, CLOTHING/OBJECT TAKES UP THE THREAD OF THE DISCOURSE EMBARKED UPON BY SAVERIO PALATELLA WITH THE A/I IN 2002/2003 SHOW, “NOMAD.COM”, ON THE THEME OF NOMADIC LIFE, GEOGRAPHY AND CULTURE. EVEN THIS IS A NOMADIC COVERING, DESIGNING FOR TRAVELLING. ENCLOSED IN A SILK FABRIC ENVELOPE, IT IS WORN IN ORDER TO PERSONALISE SPACE, IDEALLY CANCELLING OUT THE DISTANCE BETWEEN PLACES AND MAKING “NON PLACES” HOME. CLOTHING ONE INHABITS, FOR THE HOME AND FOR THE BODY, REMOVING THE BOUNDARIES BETWEEN FASHION AND DESIGN.

DESIGNER PROFILE

SAVERIO PALATELLA IS A DESIGNER WHO HAS BEEN EXPRESSING HIMSELF THROUGH KNITWEAR. IN THE COURSE OF THE YEARS, AS WELL AS DESIGNING HIS OWN COLLECTION, HE HAS ALSO COLLABORATED WITH THE MOST PRESTIGIOUS TRADEMARKS OF THE SECTOR, LIKE MALO AND GENTRYPORTOFINO. FROM 2001, AFTER A BRIEF PAUSE OF REFLECTION, HE HAS DECIDED TO DEDICATE HIMSELF COMPLETELY TO HIS OWN TRADEMARK. IT'S A NEW PROJECT OF STYLE, A KNITWEAR PRET A PORTER, MADE PRECIOUS BY COUTURE DRESSES, BORN FROM A CONSOLIDATED COURSE, THAT AROUSES THE CURIOSITY OF MANY ARTISTS. ALL THIS GIVE BIRTH TO NEW STIMULATING COLLABORATIONS WITH ITALIAN AND INTERNATIONAL CHARACTERS OF MOVIE, OF ART, OF IMAGE, AND MOST OF ALL OF MUSIC. NICHE CHARACTERS OF GREAT TALENT WHO HAS FOLLOWED HIS SHOWS DURING THE LAST SEASONS. FROM THE SIBERIAN SINGER SHAIKO TO THE AMERICAN JAZZ PLAYER JIMMY SCOTT, TO THE VOICE OF MALI ROKIA TRAORE, AND THE MULTIETNIC GROUP EKOVA. ENCOUNTERS WITH SPECIAL PEOPLE, WHO HAS ENRICHED HIS COLLECTION OF NEW EMOTIONS.

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