

INTERIORS

Magazine

ISSUE #01

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We can feel it in the normal things that surround our lives every day. It is everywhere: in the elements that we eat, in the details of what we see, the smells, the tastes, everything that surround us in our daily life reminds us about Italy. Think about it for a moment: the simple ingredients like tomatoes, salad, pasta, bread and pizza, coffee and dessert. All fashion shops surrounding you have somehow Italian names, reminding about the style and beauty of dresses only we can create. From luxury expensive cars, up to some exclusively crafted jewellery and watches.

Exactly the same idea is reflected in architecture and interior design. I was lucky enough to be born in a region and in a city that historically is considered as the worldwide heart of Renaissance culture: Florence. This amazing museum in the open sky, as many describe the city, was the place around which we were born as a studio, the place that taught us deeply in schools the taste and style of Renaissance,

the beauty of the artworks surrounding us, and all the lifestyle connected.

I feel today like an ambassador of this culture to the modern world. The purpose of our design studio is to transfer to our Clients the heritage we have received from our teachers, starting from interior design, and moving from this on to other important fields of everyday life, could it be the way to dress, the preparation of typical local food, or the selection of some specific element of interior. We are ambassadors of the Italian culture. And we want you to be part of it!

This first issue of our internal magazine wants to give you a detailed and in-depth look at the style of some of our projects, and at the same time to let you better understand the philosophy behind our job, our decisions, how we work and what we focus on. It is important for you to understand this better, as well as for us to show you. Enjoy it!

SIMONE LAZZAROTTI Founder and Senior partner



DREAM HOME

To design and build the perfect Dream Home for our Clients, it is always a challenging, inspirational yet sometimes frustrating process. To see in the real life though what your mind flowed and created is one of the most rewarding feelings you can ever experience! Here we want to share with you a piece of the creative process that lies behind the curtains of Creativity!



Left / Panoramic overall view of the huge living room with 6,5 mt. high unique ceilings.

The job that we do, the profession of the architect or interior designer (depending on the project) gives you the chance to get in contact with amazing Clients, people sometimes that share with you the exact same passion and the same feelings, the love for art and design, the beauty of the process of creativity! In this unique project showcased here through this article, our Studio was lucky enough to find this kind of people, with whom to share and discuss details that usually other clients are not interested in. More than that, and even more interesting, the storming process of creation of the different environments that distinguished the House, was most of the time made sitting together at the same table, sharing ideas, showing photos, drawings sketches on random pieces of paper scattered around! It took therefore more than usual to finish the creatational design phase.

But the final result was amazing, and everyone at the end remained surprised and positively impressed by the unique and never-thought-before ideas that were applied to the different spaces surrounding everyday life.



Let's take the living room for example. The heart of the house. The center of all activities. For the unusual 6,5 meters height of the internal ceiling, we all wanted to create something special, something that would shock, in a positive way, everyone entering the room. We already knew that we wanted to use two main colors: black and white - because that was the main theme that we decided to use for the whole project. We therefore started to think to focus on a design that would start moving from the center of the ceiling spreading towards the lateral edges. And it came to our minds the concept of a flower, with 3d suspended petals, in order to create a spreading movement in all directions. At the same time we wanted to establish a connection between the walls and the ceiling. Thus we designed and realized an artwork in polished black wood that would allow the flow of energy to be transferred from the marble floor all the way up to the flowered ceiling.

The result, as you can see from the photo here on the right, was pretty unusual, definitely unique and out of the scheme. This is what we love to do in our

Studio. This is the inspiration that moves us. This is the feelings that we want to transfer to our Clients every moment.

Same as the Living room, we applied our best knowledge and design efforts in order to re-invent the common ideas of suspended ceiling for the other rooms also. Even in the Bathrooms, as you will see, we strived to reach something astonishing, that would match the beauty of the marble installed on the walls and on the paving. Of the three main existing bathrooms, at the end it was a really hard challenge to understand which one we wanted to award as the favorite, and which room had the best design overall. We tried to adopt uncommon solutions distinguishing each individual room, starting from the back-lit Onyx floor in the small guest toilet, with darkened mirrors on the walls, and grey marble on the back, moving on to the Tetris-style ceiling of the Master bathroom with LED recessed strips inside the carvings, along with all the walls in a mixed marble pattern and finishes, ending with the Main Guest toilet, where we have created unique marble patterns for both walls and paving.

fig. 02 / Detail of the bedside table; fig. 03 / Particular of the Living Room custom-made Sofa.



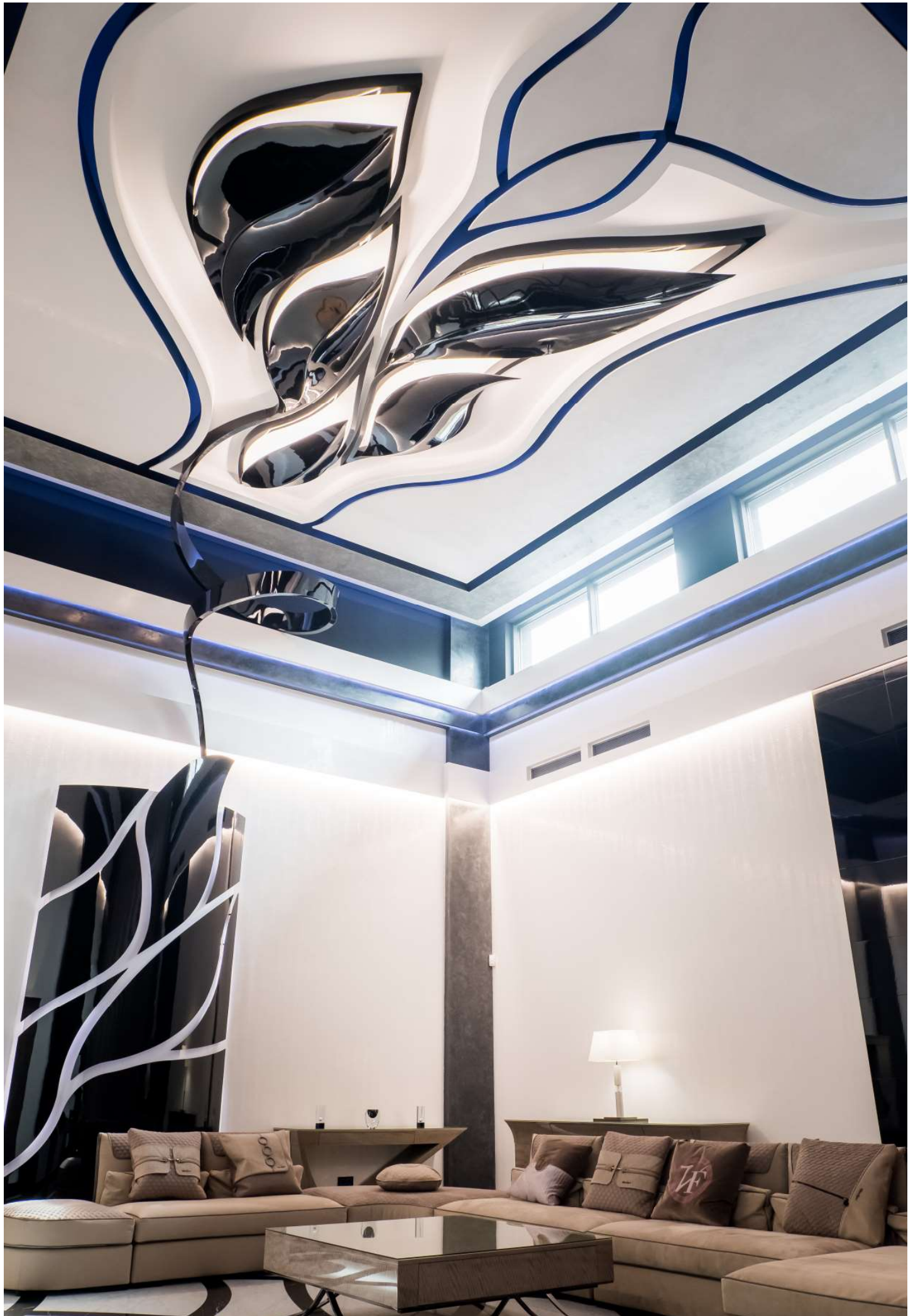




fig. 04 / Master bathroom view.

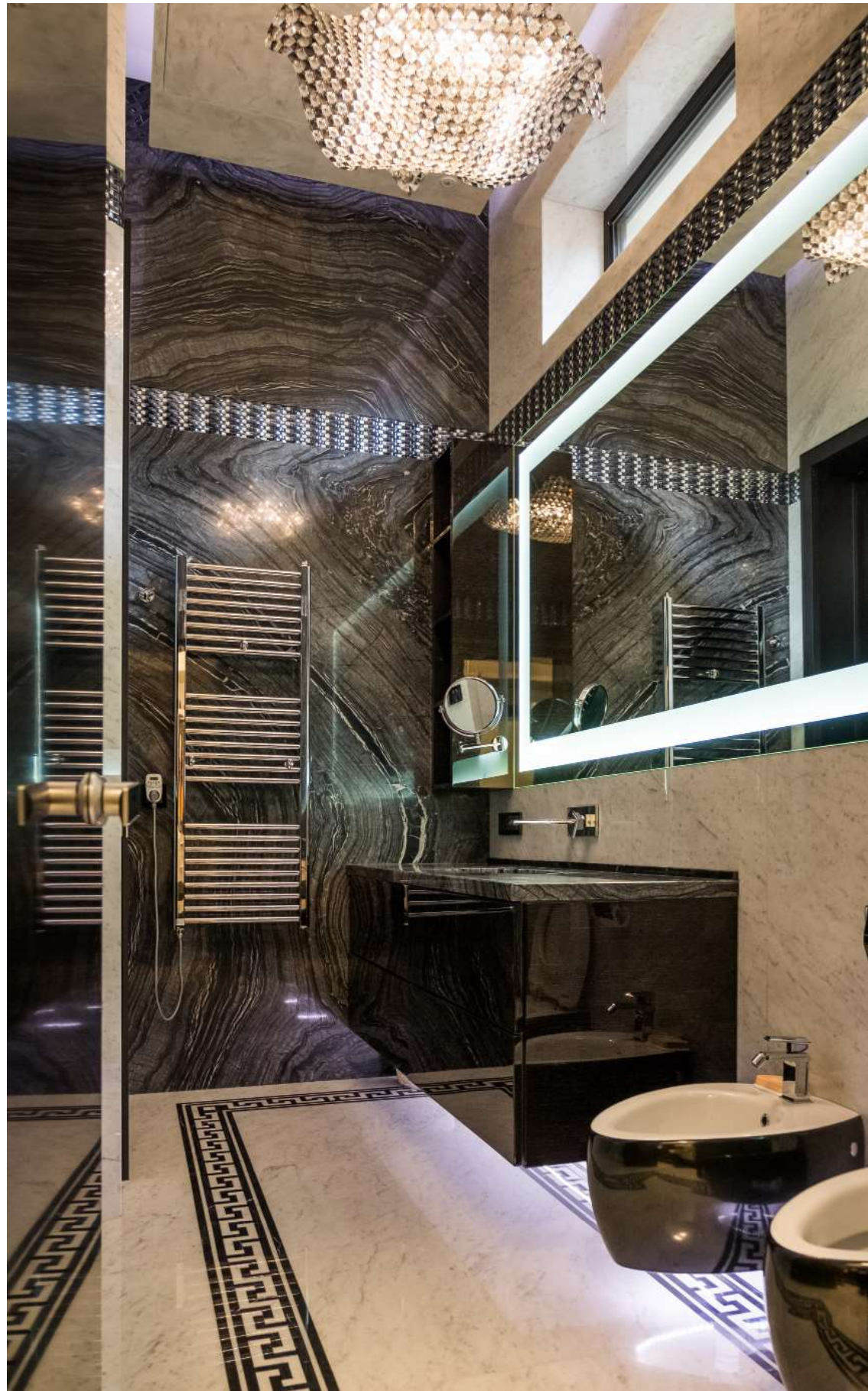


fig. 05 / Guest Bathroom view.

The idea to create unique and astonishing ceilings was a concept applied to all the main rooms of the Villa. Master Bedroom, Guest Bedroom, Kitchen, Main Corridors, these were all rooms that required an exceeding effort for our Studio, in order to create individual, yet connected, ideas.

In the Master Bedroom, since the beginning the Client asked to work starting from the idea of a lacquered suspended wood panels, that would reflect a more female approach. Same as in the living room, the overall height of the room was a very unconventional 4.3 mt. that allowed us to create a rounded and shaped ceiling that would not result too heavy or oppressive once finished. On the other hand the overall final result was surprisingly light-weighted and pleasant, combining as planned and required a sophisticated shape with back-lit effects with the rest of the room, walls and paving. The Emperor dark brown marble floor was integrated with genuine crocodile leather floor tiles around the perimeter of the bedroom - idea used to replace the common solution of a carpet around the bed. On the walls, we decided to apply a modern boiserie with the same wood used for the ceiling and inserts of crocodile white leather. Special mention must also be given in this article to the headboard of the bed and to the bed itself, because both were designed and custom produced in accordance to the unusual big sizes we had from our Italian furniture factory.

Talking about bedrooms, we can move then to the Guest Bedroom, where we decided to use straight lines here in contrast for the ceiling, with lot of backlit effects in order to play with lights. In the center of the ceiling we decided to put again wood panels with a very rare pattern and type of wood, that was found in Milan after a long and dedicated research that took us quiet some time. Also, the entire back-wall behind the bed headboard was decided to be made of Nabuk leather with a modern, sleek, stainless steel strip pattern that would reflect the lines used also in the ceiling. And the floor again was an implementation of brown Emperor Dark marble and leather tiles, with a more modern pattern with respect to the crocodile used in the Master bedroom.

fig. 06-11 / Inspirational beauty of the Master Bedroom with its unique suspended round-shaped ceiling, surrounded by the attention to details we put in each work.

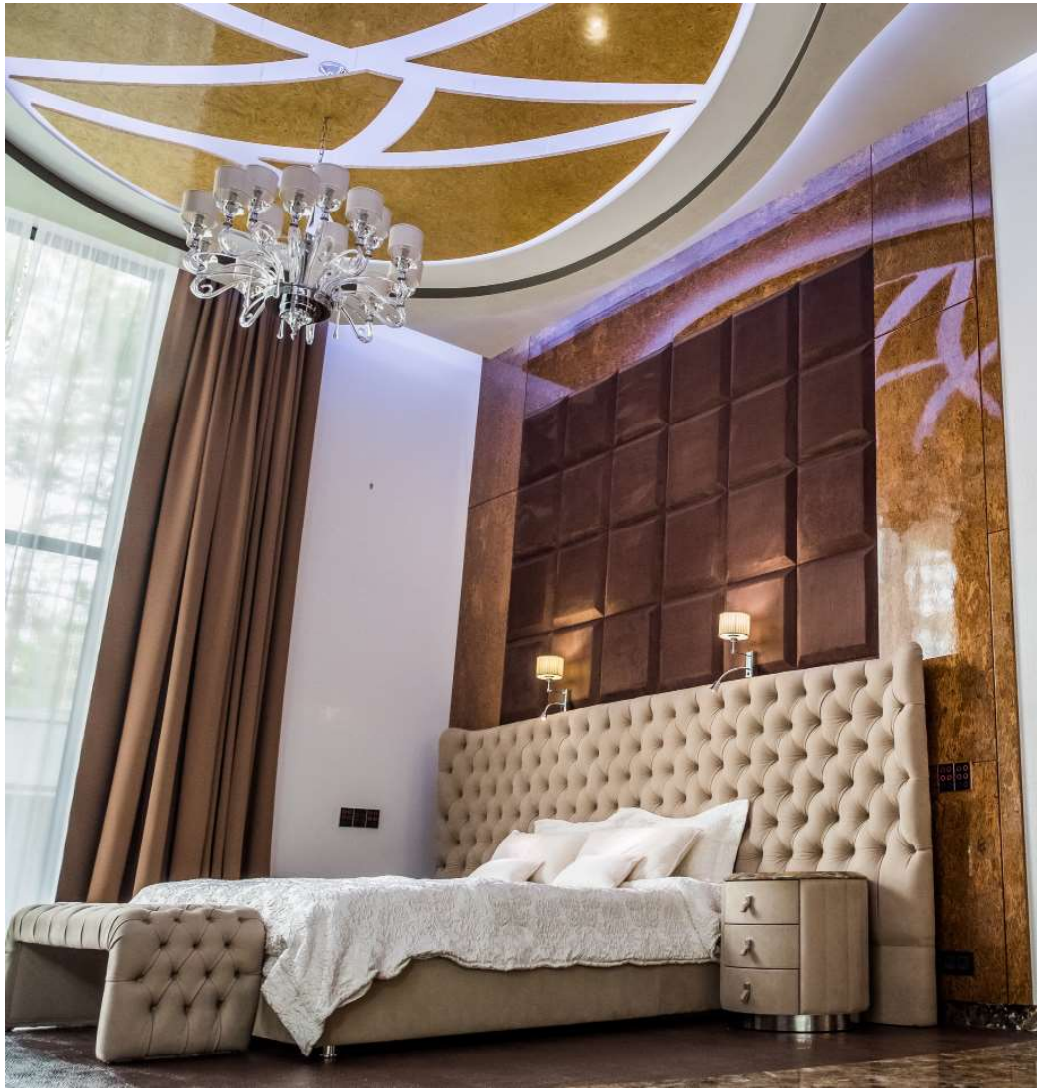


fig. 06-11



*fig. 12 / Overall view of the Master Bedroom
round-shaped suspended ceiling.*



*fig. 13 / Detailed view of the Guest Bedroom
linear ceiling with special back-lit lights.*

DETAILS

Details, and the attention for them, is one of the characteristics of our Studio. We leave nothing to the case. Because we really believe that small details are what make the difference between a normal project and something really special that you are proud to show and talk about. We are used to work in this way. In the two pictures that you can see here we try to show this: on the left you can see the backwall of the small guest toilet: here we made a special effort in order to pick two slabs of grey marble big enough so that we could create the book-matching effect. Also, what you do not see are the joints between pieces, so that it looks like it is a wall composed of a single slab of stone.

In the kitchen we have the same on the floor, all different pieces of marble composing the water-jet pattern were designed and cut in such a way that all joints between them was hidden. At the end of the whole installation process we just had to add an extra layer of polishing product, and a special layer of protective wax, so that the paving will always look shiny and reflective as if it was just finished even many years after. The ceiling is made of 50cm suspended MDF tiles with a veneer border and hidden LED strips.



fig. 14 (left) / detail of Guest toilet floor.

fig. 15 (right) / overall kitchen view.









SORPRENDENTE!

The astonishing beauty of natural marble coming from behind the mountains where our Studio was born in Italy, near the Tuscan Alps, is always something that make us proud of our roots, our history and our culture so that we become Ambassadors to the rest of the World of such wonders we have.

FORTE DEI MARMI

THE PEARL OF THE TUSCANIAN SHORE, THE PLACE THAT EVERYONE HEARD ABOUT, THE GEM OF SUMMER ITALIAN HOLIDAYS, THE BEST PLACE TO TASTE THE REAL ITALIAN "DOLCE VITA" IS THE PLACE WHERE WE WERE BORN, THE CITY THAT GAVE BIRTH TO OUR STUDIO. WE WANT TO SHARE WITH YOU WHAT THAT REALLY MEANS,



PLACES



Everyone knows how beautiful Tuscany is with the immense amount of historical heritage, museums, art and places to visit. We could write entire books trying to make a comprehensive list of all the beauties this wonderful region has to offer and it would never be enough.

Here though, we want to focus on the

history and background of our Studio, in order for you to better understand what lies beneath our inspirations, the source of our primary education, where it all began and probably where everything is going to end, one day.

Forte dei Marmi is a small touristic town located along the shoreline of Tuscany.



PLACES



Geographically located at the border line with Liguria (another amazing region that also has lot of wonders to explore), this ancient Fort of the marbles (from where the name derives) is placed in the golden spot for everyone interested to explore not only the beaches and sea, but also the amazing territory of Tuscany all around.

In fact the nearby Carrara marble quarries bordering on the left side can be already a reason for many to come. Viareggio on the right side is famous for the luxury yacht industry, where the world leading brands have their headquarters (Benetti, Azimut, Sanlorenzo just to mention a few). And most of all the Tuscanian small Alps right behind Forte, embracing the town like a protective mother: in summer, when the canicula is too oppressive and out of control, within minutes you can move with your car a little bit back over the mountains, in order to enjoy chill temperatures, and maybe have a swim in the Versilia river pristine waters, with extremely chill temperatures. In which other place in the world you are lucky enough to have seaside and high mountain climbs within minutes distance one from the other? But of course Forte is not only beach and mountains.

fig. 1 (left) / detail of Bianco Carrara marble quarry.

fig.2 (mid) / typical view of Forte beach with mountains on the back

fig.3 (right) / view of Monte Forato in the mountains behind Forte





Nowadays the name of Forte dei Marmi is immediately connected in Italy as well as abroad to luxury lifestyle, fashion, elegance and richness. With the passing of years Forte started more and more to be considered as an exclusive luxury beach resort, claiming lot of local as well as foreign investments that raised the cost of the beautiful villas and residences scattered all the way around the territory, reaching peaks of beauty in the famous Roma Imperiale block, where a lot of

to the people passing by, while deciding in which restaurant to spend the evening. The kitchen of course is based on traditional sea-food products, usually taken from the sea right in front of the restaurant and prepared in accordance with the simple culinary tradition of the area. Da Lorenzo, a two-star Michelin restaurant located right in the central area of Forte, is the perfect place where you can try and taste their specific view of reinventing the traditional cuisine according to modern times.

La Barca, Il Bistrot, along with Osteria del Mare, all of them are perfect choices if you really want to give a try of the local traditional cuisine based on fresh and delicious seafood.

If you are in Forte you cannot miss a visit to the most famous landmark of the town: il Pontile, the long pier that cuts the shoreline border in half, extending to the sea for few hundred metres: this is the pier that gives the name to the town, from where big blocks of marble once upon a time were brought from all the mountains around, and loaded on vessels to be shipped. The other famous landmark, Il Fortino, located in the central square, is a small old fortress hosting now a museum.

Since several years Forte dei Marmi has been awarded by the European Union committee with the EU Blue Flag, an award given to the most clean and organized beaches all over Europe. When you come to Forte, you have the guarantee that you are in the right place for your family holiday.

Forte has hundreds of Hotels, and they span over each different class, because everyone is welcome and well accepted as a guest to enjoy any kind of holiday you are planning: are you looking for a more family-oriented and peaceful stay? Great, because silence and calm is what you find here and also the authorities always make

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*EMBRACED BY THE LOCAL ALPS
ON THE BACK, STRECHED BY
THE GOLD SAND ON THE FRONT,
FORTE DEI MARMI IS A TRULY
GEM WITH UNEXPECTED BEAU-
TIES WAITING TO BE UNCOVERED*

famous artists and famous italian industrial families decided to build their exclusive residences.

While strolling in the center for a relaxing after sunbath walk, you feel and see the beauty and uniqueness of this place in the flowery shops and showcases of the most famous luxury brands standing back-to-back to small family-run artisan “gems” selling hand-crafted specialties of the area. It is typical habit of any italian to meet for a quick aperitivo in center, talking to friends while looking

PLACES

sure that your privacy and respect is well-garded. Are you looking for some party and nightlife? There are quite a few famous disco clubs along the stretch of the shoreline, Twiga, La Capannina, just to mention two of the most popular choices.

As already mentioned before, it's not only the beauty of the town itself that makes Forte so special, but also the fact that everything is within reach, so that there is always something new and nice to see. Especially during summer holidays, better to avoid August month, because of the extremely hot weather, and because of the amount of Italian tourists, Florence is only 45 minutes drive far, and can also be reached by local trains. Siena is 1 hour 30 minutes, and Follonica, with the Aquapark is just one hour away.

We kept at last in the article the strong connection of Forte with fashion: everyone knows that what you see here, is going to become a trend for the next collection.

Not only, but the fact that many international brands like Prada, Gucci, Salvatore Ferragamo, Massimo Rebecchi have their general headquarters nearby, especially in summer Forte is chosen as the perfect location for the opening of new shops, and the inauguration and showcase of the new collections, with events and celebrations all over the streets.

The culture of marble, and the workmanship of the people who live here, every year recall artists and clients to come from all over the world, either trying to learn from our artisans the art and respect for the natural stone, or just to buy from the best some products for their homes.

In any way you want to look at it, whatever is your taste, you can be reassured that your vacation in Forte dei Marmi will be something that will remain forever in your hearts for the rest of your life!





fig. 04 / One of the many Luxury Villas in Forte



fig. 05 / Typical Forte style Villa with pool



MATERIALS

WHITE BEAUTY

THE PURE AND PRISTINE WONDERS OF BIANCO CARRARA MARBLE

Photo: Marco Petracchi / Text: Andrea Borghesi

Everyone knows how natural, pure and beautiful is the Italian white marble. During the years many products have been launched on the market, especially from manufacturers of ceramic tiles. But the perfection to have a natural product in your house, coming directly from the earth we live in, result of million of yers of geological mutations, is uncomparable and unmatched.

The worldwide capital for the extraction of this white beauty is Carrara: a relative small town located on the north-west coast of Tuscany and the mountains located right behind it. The prestigious Bianco Statuario, or the Calacatta Vagli Oro, Arabescato, and the Bianco Carrara C, CD, or D, are all different sorts of the same product, extracted from different type of quarries that identify the overall background color (more or less white), the sense of vein, and some other specific characteristics that give them their name. We love natural stone, and we believe that there is no other product that can be matched in beauty. This is the reason why

before us, during the Renaissance time in Florence, artists like Michelangelo or Leonardo were coming to Carrara and spent days, sometimes even months, waiting for the perfect block to be extracted from the quarry. Block that would be used to give birth to msterpieces like La Pietà, or David and many more. Still nowadays modern artists and sculpturers from all over Europe and the rest of the world come to Carrara in order to attend courses in order to learn how to mold the marble, how to work with it to create statues, and other artworks. And we have to consider ourselves lucky and proud to be born in such a place, where so much art and so many natural beauties surround us every day. The processing of extraction is hard and tough. Blocks are cut in big pieces that can weight several tons. Then the blocks are loaded on special trucks and brought to the port or to the selling manufacturers, where the stone is either sold or cut into slabs and then polished before becoming the future product for your home, whether it would be a floor, a wall cladding or a kitchen counter top.



As already mentioned in the previous article about Forte dei Marmi, the area where our Studio was born is the worldwide capital of White Marble, in all the prestigious variations deriving from the mountain where you extract the product. Bianco Statuario Venato, Bianco Carrara, Calacatta Vagli, Arabescato Bianco, are just a few of the many different qualities that white marble has, all of them coming from the same location: the imposing mountains forming the Alpi Apuane.

GBC Marmi is on the many marble factories well known in Italy and abroad thanks to the very selected choice of materials and unique products exported all over the world. With an annual production of over 80.000 tons of marble blocks, the company has developed criteria of efficiency and accuracy increasing from year to year and becoming one of the most famous and well known realities that exports the Italian marble to the rest of the world.

Over the years the company not only continued to sell raw materials as blocks and slabs, but the management decided to innovate and buy the necessary machinery and equipment that allowed them to create the perfect workshop, in order to be able to cover in full the whole process of transformation of the marble, starting from the cutting, moving on to the finishing of the slabs, and ending with the lab work, where the marble is cut and shaped into its final form by local artisans and workers.

Italian white marble became so famous over the years, that many industries tried to replicate its beauty, for example the ceramic tiles industry saw the birth of many specific collections that dare to reproduce the colors and peculiar vein

movements of the natural stone. Needless to say there is nothing that can be compared to the beauty of a natural stone, extracted from the mountain with pain and a lot of sweat. Nothing can get even close to the beauty of a natural and pure piece of marble, that was geologically formed during million of years.

Extracting a marble block from the mountain is an extremely dangerous and not easy process: people who have been near a marble quarry, even if only to see from the outside how the process work, they definitely understood that working in the marble industry requires a lot of sweat, dust, time, and patience. Because at first you need to locate the correct area of work. And considering that marble is a natural product, it is always very hard to follow the fluctuations in color and vein that could occur even within very few meters of range. Once the spot is located, drills are made by workers to indicate the perimeter of intervention which is then cut with special cutting saws and blades. Once the block is extracted, it is usually still in a rough irregular shape, therefore a diamond wire blade is immediately used in order to give the block a more or less rectangular shape before the same is loaded on special trucks and sent to the factory at the bottom of the mountain. Once the block arrives at the factory it can be either sold as it is, or cut into small slabs, usually 20 or 30mm thick. Slabs are then polished and stacked ready to be sold or cut into the size and shape required by the final client. And this is how you go from a millennial piece of stone abruptly taken off the mountain, to a beautiful fireplace, or kitchen top, paving and any other shape imagination can invent to express the beautiful Art of Marble modeling. Something that in Italy we are mastering since many centuries and

FOCUS

that made us famous and proud all over the world.

This is what people do in GBC Marmi every day. More than an industrial business, the people working in the company feel themselves as part of a family, a family made of people that share together the same passion for natural stone, the Marble, the same feelings and ideas. This is what they do every day, this is the way they work since several generations. They always try to share and transfer the feelings they have to any new Client or Customer that is keen to hear the story and passion that lies behind this beautiful work. That's exactly the reason why if you start to speak about marble with the owner of a quarry, or the worker in the small lab, they can keep talking for hours, they will start to show you: passion is what makes the difference, between a job that you maybe do because you have to do, and an job that you feel inside you, that gives you new emotions

every time you discover something new, something unexpected. And passion in our job is what makes the difference between us and the rest of the world.

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THE PASSION FOR OUR MARBLE AND FOR THE NATURAL STONE, IS THE PASSION THAT MOTIVATES OUR JOB EVERY DAY, WITH THE INTENT TO SHARE THIS WITH OUR FRIENDS AND CLIENTS





DESIGN IN FASHION

Fashion & Design, or better Design in Fashion, is something that our Studio always followed and implemented. The two worlds are obviously deeply connected, and the design services that we provide for the industry of Moda, is very often reversed so that materials, fabrics, textures become part of a neverending search, as Fashion is a world always changing, always improving, and every few months new trends, new ideas, new materials are shown to the Public, to give inspiration for the upcoming season.

It is therefore no surprise that our Studio, located in the world capital of Fashion - Milan, is deeply interconnected with this industry and world. In a common exchange of information, where on one side you propose new materials, textures or fabrics, colors and finishes, trying to propose an interpretation of them in a way that was never thought before. At the same time you watch, study, look at what our most famous Fashion Designers invented, and try to find a way to adapt the bold solutions to the projects you're working on in order to find and propose new ideas, new materials to

the Clients you work with.

The perfect place where we usually showcase these new ideas are the exceptionally luxurious Boutiques, spread out in the main and richest cities around the globe: that is the place where you can find a sophisticated wall in padded Nubuk leather, or a suspended unique marble staircase that floats between the floors. A window frame playing with mirror reflections, a newly invented wallpaper made of exclusive draperies, carpets, benches, armchairs. Even the dressing room is never left unexplored, and a simple room becomes more oftenly the perfect lab to show new ideas.

The connection between Design and Fashion is deep, and we love to explore and suggest, to learn and propose. Many of our projects that we have realized during the course of our long career can easily show this hidden process of search and proposal. There will always be a detail somewhere where you will distinctively recognize the taste that we have for sophisticated materials, leaving simplicity to others. This is what we love to do. This is what we will always do for You!

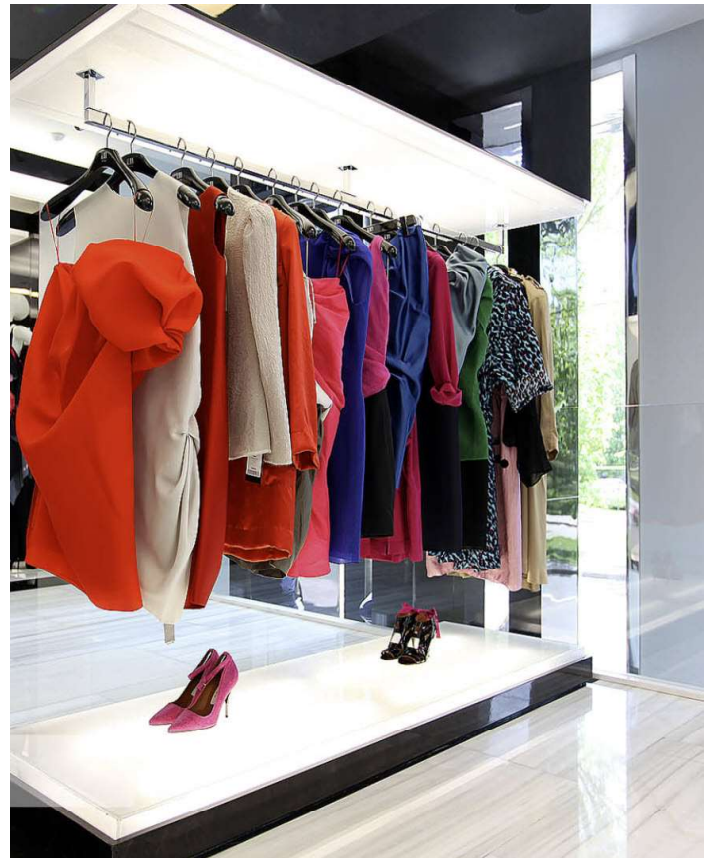
DESIGN IN FASHION



INNOVATIVE MATERIALS, BLENDS, COLORS, FINISHES.

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MORE EXAMPLES OF OUR PERSONAL IDEA FOR DESIGN APPLIED TO FASHION: SELECTION OF MATERIALS, TEXTURES, ATTENTION TO DETAILS.





LEATHER

NATURAL LEATHER FLOOR INSERTS IN MARBLE PAVING

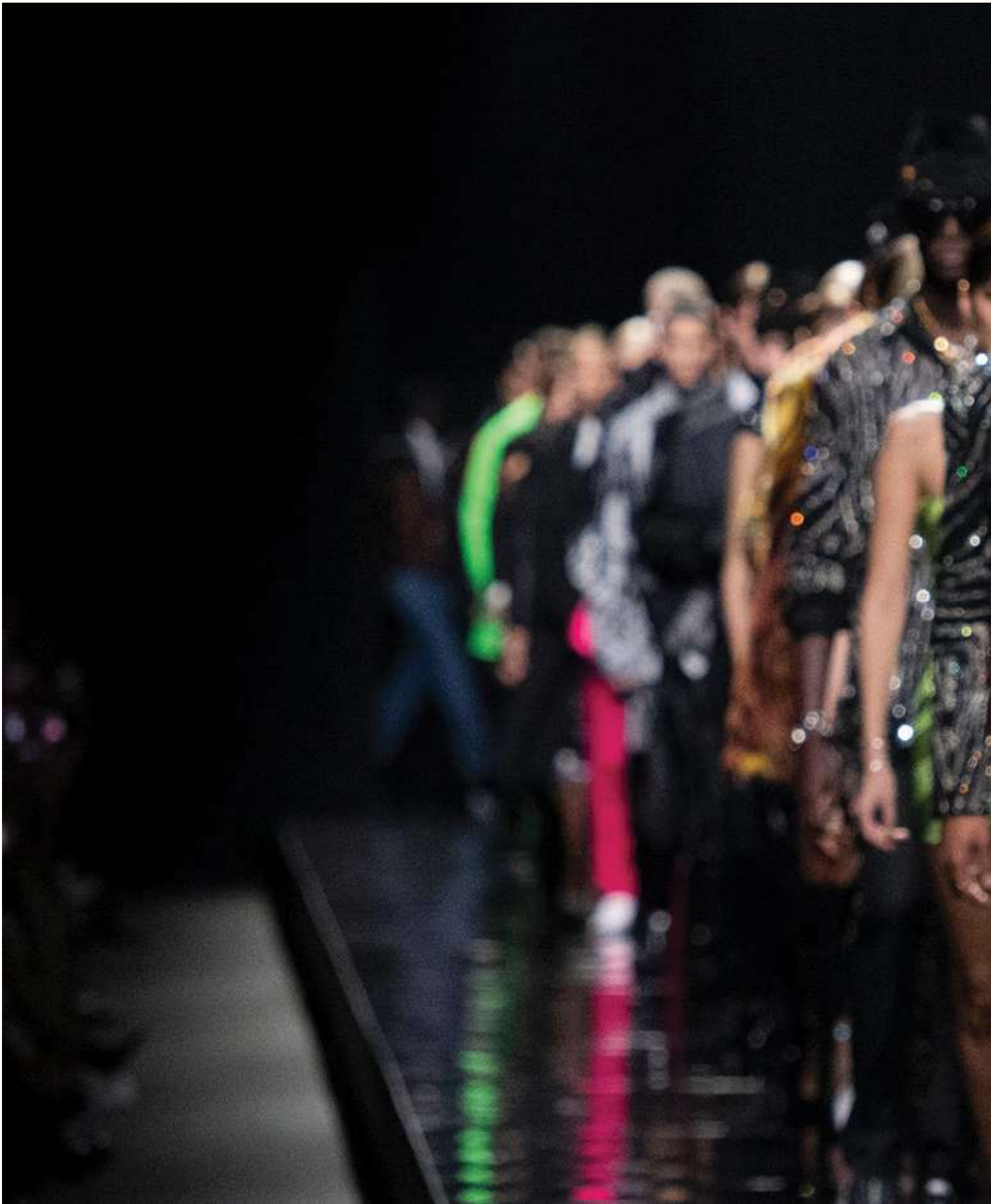
Sophisticated materials, like a natural leather floor, is a good start for a unique and exclusive paving pattern, especially if surrounded by brown marble. The leather, pre-assembled on a wooden layer that prevents bending and folding, is manufactured by one of our highly crafted Italian artisans, that works with some of the most famous Italian Fashion Brands worldwide know.



COCO & WOOD

EXCLUSIVE WOOD ESSENCE IN BEIGE COCO LEATHER NICHES

Brand-new wood essence for the shelves of this Luxury shop with uniquely designed Crocodile leather beige-colored niches. Strong contrast, dark and bright, to put all the necessary highlight on the products showcased. Yet another example of inheritance of materials from our Fashion Industry.



DEEP LOOK



FASHION
IS ART

*WHY FASHION IS MOST OF ALL
ART AND THE WAY DESIGNERS
SHOW THEIR CREATIVITY*

Photo: John Smith / Text: Carlo Motroni



We live in a world of Fashion. We love Fashion, work in Fashion, spend a lot of time looking at Fashion, reading about Fashion, thinking about Fashion and a very large part of our lives actually revolves around Fashion.

We like to talk about Fashion and we believe our friends and relatives usually are ok with this, some of them even developed an interest in it.

But every time we show pictures from the catwalk comes a sentence I basically cannot avoid: ***This is UNWEARABLE***.

First of all, it means something awful for the Fashion industry as it underlines its terrible inability to communicate with consumers. Obviously, there are reasons why some of the pieces that are showcased on the runway look so weird (and yes, you're right, they **ARE** indeed unwearable). But the Fashion world is so closed, so secret it is very complicated for outsiders to guess why!

We are talking about High, Creative Fashion here, made by designers and usually marketed as luxury goods, not casual and everyday-life fashion from H&M, Zara, Nike and other mass-market brands.

Every brand, every designer intends to sell. No brand could survive if it were only manufacturing unwearable clothes, especially considering the budget and effort it takes to organise a show.

Actually, those bizarre pieces you see on the runway will never end up in boutiques and department stores. But why are they showcased then and why are we spending so much on showing something that must, by any logic, be completely unprofitable?

There are several reasons to that I am going to try and explain now.

First, as I like to explain, ***Fashion is not only about looking pretty, it is ART***. This is why I precised this article was only about creative Fashion. ***Designers are artists and they wish to express something*** through

their designs. As you can easily imagine, a basic T-shirt or a pair of trousers are not deep enough to be turned into powerful artistic supports (unless you decide to write a strong statement on them but that is called 'punk' and has been done before and done again a million times). ***Many of them thus need to be able to create their own sculptures, real artworks that play the role of canvas***. An analogy can be made with most of the things you see in your local museum of modern art. Apart from the paintings, most of them are not intended to be purchased and displayed in anyone's living room. In fact, it would be impossible for they are too large, too fragile and simply not fit for a house...

In other words, a runway show that features unwearable garments should be seen as an art exhibition. Shows do not last long and are closed to the public but also aim at getting a press coverage. That way, people will get to see the artworks on pictures in their favourite magazines or on social media.

The most talented journalists who attend the show (and some shows do suffer from a terrible lack of talented press) will act as a cultural mediation team and offer their explanations of the artist's work.

The second, and probably the most important and less clear reason why Fashion shows are filled with unwearable clothes is ***because they are, surprisingly, often not intended to sell individual items***.

They actually aim at providing the public with an overall feel, a theme, a mood, an artistic background and atmosphere of the collection that will be available on shelves.

This is actually why it is called 'a show' and why it is not simply a range of products displayed on still mannequins. It is some kind of dance in a carefully chosen venue, with finely-worked decor and music. The garments you see can be compared to costumes. The audience needs to interpret the moves and costumes to understand



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DESIGNERS ACTUALLY AIM AT PROVIDING THE PUBLIC WITH AN OVERALL FEEL, A MOOD, A THEME THAT ANTICIPATES WHAT YOU WILL FIND IN SHOPS LATER.



what the story is about in a ballet. This is basically the same with a Fashion show.

The collection that is being showed is like a general mood board, a widely exaggerated version of the actual prêt-à-porter collection consumers will later find in stores. It thus does not show you the clothes you are going to be allowed to buy:

It showcases the fabrics, technics and materials.

What you see there will later be translated into more wearable things that look similar, true to the runway pieces, made from the same materials and technics except the overall look will be far less crazy.

The mood they set will be found in more easy-to-wear clothes, things you can actually assemble with other pieces you have or will purchase without having to reproduce the look you saw on the catwalk.

Runway pieces are like muses, they make for some kind of base on which the actual collection will rely on. Presenting such exaggerated pieces also makes it easier for us to understand what were the real inspirations behind the collection. They sometimes are used to subtly introduce new hints on what the designer wants to do for future seasons. After the show and if the public liked it, an idea may survive and be found in upcoming

collections. There is thus another reason why Fashion shows are so weird-looking: they display several ideas from the designer in order to guide them and set the guidelines for future collections.

They also are a way for designers to display their creativity and technical skills to the public. They confirm the designer's position as a real artist and hold a very special kind of prestige for that reason. All brands want to sell their products and runway shows are a great way for them to get a press coverage and increase brand awareness. Featuring unbelievable pieces is a perfect way to help the brand build its own image and aesthetic in the mind of consumers and get more recognised and popular.

All those unbelievable pieces are very often used as inspiration by other artists and designers. In a certain way, *they set the bases for future trends* and you may very well find some of their features in casual fashion five years later.

In the end, it is often worth it to have a look at them and think about what they mean and what they forecast for the future of the clothing industry.

fig. 1, 2, 3, 4 / Models on the runway showcasing new FW collection 2020





ABSOLUTE ITALIAN MARMO

MOOD BOARD

HOW TO MAKE AN EFFECTIVE PRESENTATION OF YOUR PROJECTS

Photo: Abel Lentini



fig. 1/2 / Two audacious example of modern Mood Boards to enhance the impact of your presentations

Mood boards are just another amazing example on how to improve the presentation you are going to show to your clients. In one simple blank sheet your task is to reproduce what you usually cannot using common instruments of design: feelings, emotions, textures and materials. The mood board gives you the chance to involve other senses: touch, smell. In a glance they have to reproduce some of the decisions you put while working - the connection between materials, the finishes you decided to use, the contrast you want to create. They are perfect in the task. Easy to create. And the result is always impressive.





BLACK & GOLD

THE PERFECT MATCH FOR SUCH DIFFERENT MATERIALS



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