

PISTOLETTO'S ART & FASHION PROJECT

What draws a famous artist to fashion? Michelangelo Pistoletto explains: "Fashion is an important aspect of social life. I feel we need to restore a dialogue between art and society. If we imagine a new lifestyle from a nutritional perspective, we have to apply the same terms to habitation and how we dress." These considerations act as a point of reference for the project "Cittadellarte Fashion – Bio Ethical Sustainable Trend". The event, held in June at the Cittadellarte of the Fondazione Pistoletto in Biella, involved 11 young designers from around the world. Selected by Franca Sozzani and Michelangelo Pistoletto, they were invited to take part in a workshop to develop strategies for reducing environmental impact in the world of fashion. The participants were: **Silvio Betterelli**, **Osman Yousefzada**, **Roberta Furlanetto**, **Marco Di Vincenzo**, **Siri Johansen**, **Mary Katrantzou**, **Mark Fast**, **Marta Forghieri**, **Jose M. Nunes da Silva Giralt**, **Matthew Ames** and **Sandra Backlund**. Their task is to find harmony between ethics and aesthetics, choosing from "32 spinning and textile factories that respect the fundamental values of ecology and sustainability, which until now everybody considered in terms of their ethical rather than aesthetic importance. We want to overturn this concept, creating products that are also aesthetically beautiful," declares Pistoletto. During the summer the designers have been making their prototypes. But the project doesn't end there. This month they present their creations in Biella with a runway-performance that is just part of the big event dedicated to responsible fashion. "It's the start of a platform for designers, companies and the Cittadellarte, providing experts in the field with opportunities for research, training and exchanging ideas, but also for educating end users," adds Pistoletto. "We want the message of social responsibility in each of the products to be conveyed through the garments. That's the creativity: aesthetics and ethics working together, in every phase of the production chain. Designers can't be excluded from this chain, as the creative figure plays a key role in conveying the message." **E.P.B.** www.cittadellarte.it



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