



**"STEP OUTSIDE  
INTO OUR OFFICE"**

WE WANT BETTER STUFF, MORE BETTER-MADE STUFF, BETTER TASTING STUFF, BETTER DESIGNED STUFF, AND WE ARE PREPARED TO PAY FOR IT. UP TO A POINT.....

A LOT OF RECYCLED PRODUCTS IN THE PAST WERE PRETTY SHODDY. BUT A RECYCLED PRODUCT CAN BE GOOD QUALITY, AND CAN BE WELL DESIGNED.....

BEING HAND-MADE IS ONE OF THE DEFINERS OF A BETTER QUALITY OBJECT, AND NOT JUST AT THE PREMIUM END, RIGHT AT THE BOTTOM END TOO.....

PEOPLE FEEL BETTER ABOUT THEMSELVES, ENHANCING AND IMPROVING THEIR LIVES AND COMPLEMENTING THEIR SELF IMAGE. THE CATCH 22 IS, THAT IN ORDER TO AFFORD THESE LIFE ENHANCING GOODS AND HABITS, WE MUST WORK HARDER.....

FAKERY IS LOSING ITS APPEAL AS WE TURN INCREASINGLY TO THE SMALL, THE INDIVIDUAL AND THE AUTOBIOGRAPHICAL.....

MEET THE 30 SOMETHING CORPORATE REFUGEES, WHO HAVE JACKED IN THEIR WELL-PAID SOUL-LESS JOBS TO DO SOMETHING WORTH-WHILE.....

AUTHENTICITY IS ONE FOR THE KEY THEMES, BEING TRUE TO ONESELF, ONES IDEALS AND ONES NEAREST AND DEAREST....

THERE IS A GROWING REALIZATION THAT THE MOST IMPORTANT THINGS IN LIFE TRULY CAN BE BOUGHT. THAT SOUNDS LIKE BAD NEWS FOR BRANDS, BUT INFACIT IT CREATES OPPORTUNITIES FOR BRANDS TO DELIVER THE REQUIRED AUTHENTICITY AND SENSE OF INTEGRITY.....

HOWEVER THIS AUTHENTICITY CANT BE FAKED, A PROJECT OR A PRODUCT OR A BRAND EITHER POSSESSES IT OR IT DOESN'T AND ONLY THE INDIVIDUAL CAN JUDGE IT.....

THE GROWTH OF SOUL FOOD, COMMUNAL DINNING AND THE RETURN OF THE TRADITIONAL HOME COOKING.....

AS FAITH IN GOVERNMENT AND CHARITIES TO SOLVE SOCIAL PROBLEMS DIMINISHES, PRIVATE CITIZENS ARE ATTEMPTING TO 'SAVE THE WORLD'.....

MOST OF US FEEL THE TENSION BETWEEN WHO WE ARE AND WHAT WE DO.....

HOW TO MAKE A LIVING BY BEING YOURSELF.....

DON'T WORRY IF PEOPLE LAUGH AT YOU.....

PROJECTIONS OF BOTH MAD SCIENTISTS AND VISIONARY POETS.....

THE DISTINCTION BETWEEN WHAT WE NEED AND WHAT WE WANT HAS GONE ASTRAY. MOST OF US NOW HAVE EVERYTHING WE NEED ALONG WITH A CONSIDERABLE AMOUNT OF STUFF WE DON'T NEED.....

PERHAPS WE HAVE TOO MUCH OF EVERYTHING, EXCEPT HAPPINESS!?.....

DISILLUSIONED WITH BEING DISILLUSIONED AND BORED WITH THE IRONY.....

OF COURSE NOTHING IS STOPPING ANY OF US LIVING UP A TREE OR CLEARING OFF TO A TROPICAL ISLAND TO "FIND OURSELVES", BUT IT ISN'T THE WAY.....

IT'S A RETURN TO THE SIMPLER DAYS OF LETS MAKE SOMETHING REALLY WELL AND LETS KEEP THE CONSUMER BY PROVIDING A GOOD SERVICE.....

THE ADVENT OF LONG HAUL AIRCRAFT AND LOW-COST FLIGHTS SIGNAL THE END OF TRAVELLING AS WE KNOW IT.....

WE ARE MOVING TOWARDS RESPONSIBLE TOURISM, TRAVELLING WHICH INVOLVES PERSONAL GROWTH AS WELL AS RELAXATION.....

IT IS ABOUT PUTTING MONEY, RESOURCES AND EXPERIENCES BACK INTO THE COUNTRY WE VISIT.....

LUXURY TRAVEL IS NOW MORE ABOUT SIMPLICITY RATHER THAN SOPHISTICATION AND OPULENCE.....

FUTURE FOREST ALLOWS THE LONG-HAUL TRAVELLERS TO REDEEM THEIR ABUSE OF CO2 EMISSIONS BY PLANTING THE REQUIRED NUMBER OF TREE TO NEUTRALIZE ENVIRONMENTAL IMPACT.....

LOCAL PEOPLE, LOCAL COMMUNITY...

OF COURSE ALL TRAVEL IS COMPLETELY NON-ECO DUE TO OUR ABSOLUTE DEPENDENCE ON FUEL-DRIVEN TRANSPORT. BUT THE AWARENESS MAY CREATE ALTERNATIVES IN THE LONG RUN.....

RETREAT AND RETURN TO NOSTALGIC TECHNOLOGIES AND LOW-TECH SOLUTIONS.....

NATURE IS PERFECT IN ALL ITS IMPERFECTION.....

ITS ABOUT THE SLIGHT DIFFERENCE THAT SIGNIFIES PROGRESS INSTEAD OF REGRESSION.....

THE POTENTIAL OF THE TIMES.....

FUTURISTIC VISIONS AND POST-INDUSTRIAL FASCINATIONS.....

**THE HOME** - THAT SMALL, FUNCTIONAL ORGANISATION AT THE SERVICE OF THE TINY PRODUCTION COMPANY THAT IS THE FAMILY - DOES NOT IMITATE IN ITS FORMS AND FURNISHINGS THAT CULTURE AND THOSE CHOICES NO USER HAS EVER MADE, NOR EVER HAD TIME ENOUGH TO TEST.

ONLY BY REJECTING WORK AS AN EXTRANEOUS PRESENCE IN ONES LIFE CAN ONE PICTURE A NEW USE FOR THE HOME: A PERPETUAL LABORATORY FOR ONES OWN CREATIVE FACULTIES, WHICH ARE CONTINUALLY BEING TRIED OUT AND CONTINUALLY BEING SURPASSED.

SO, THEN, ITS NO LONGER OF ANY IMPORTANCE TO IMAGINE THE FORM OF THIS HOME, BECAUSE THE ONLY THING THAT MATTERS IS THE USE MADE OF IT. ITS IMAGE IS MANIFOLD, NEVER FINAL, AND HAS NO CODIFIED MEANING NOR SPIRITUAL HIERARCHY.

A KIND OF 'FURNISHED PARKING LOT' FROM WHICH ALL ANTECEDENT TYPES HAVE VANISHED, GIVING WAY TO A SPONTANEOUS SHAPING OF THE ENVIRONMENT, A COMPLETELY ACCESSIBLE ENCLOSURE WITHIN WHICH TO EXERCISE ONES REGAINED FREEDOM OF ACTION AND JUDGEMENT.









The goal of the renovation, says Choi, was a balance between density and openness. "We set out to maximize the space—to make full use of every cubic inch of this volume—without blocking anything out."





## THE MODERN FAMILY:

- THE IDEA OF A MODERN FAMILY, IS HOW MORE OR LESS THE REGULAR FAMILY STRUCTURE IS CHANGING.

- THIS HAS TO DO WITH THINGS LIKE HOW AGE GROUPS ARE CHANGING; HOW THE GROWTH IN THE AGE GROUPS OF 50+ AND 15-24 IS SIGNIFICANTLY INCREASING.

- ALSO ABOUT 30% OF US ARE SINGLE - AND THAT NUMBER IS GROWING - SINGLE OR DIVORCED.

- AND THE NOTION OF THE OFFICE CULT, THE YOUNG PROFESSIONALS WHO WORK AND PLAY MORE THAN THEY CONCENTRATE ON THE TRADITIONAL FAMILY LIFE.

- AND GENERALLY PEOPLE STAY YOUNGER LONGER - IN THE SENSE THAT THEY LEAD YOUNGER LIFESTYLES - THEY STOP WORKING LATER - TEND TO HAVE KIDS LATER - THEY ARE MORE OUT AND ABOUT, AND THEY ARE STARTING TO TAKE MORE OF AN INTEREST IN HEALTH AND FITNESS ISSUES.

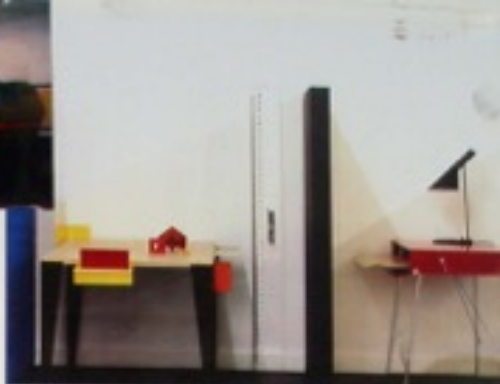
## LIFESTYLE

## WORK:

## "THINK AND MOVE FORWARD"

- BELIEVING IN YOURSELF, WHAT YOU ARE CAPABLE OF, YOUR WORK, IN THE FUTURE, STAYING POSITIVE, WELCOMING CHANGE AND EMBRACING OPPORTUNITY.
- THE OFFICE CULT, THE MODERN FAMILY, CONFIDENT TO BE YOU ANYWHERE ANYTIME.
- EXTENDED HOURS AT WORK, AWAY FROM HOME, MAKING THE WORK ENVIRONMENT COMFORTABLE AND PLEASANT - EVEN CITY UNITS FOR WORK WEEK-OUTSIDE CITY AT WEEKENDS.
- UTILIZING SPACE, RETHINKING TIME AND SPACE TO MAKE THE MOST OF IT, BEING SENSIBLE. FOCUS ON ONE ROOM- ON PIECE.
- BRINGING ELEMENTS OF NATURE INSIDE IN ORDER TO STAY TRUE AND IN TOUCH WITH THE NATURE AROUND US- MOVE OUTSIDE THE BOX!
- MINIMAL, FUNCTIONAL, PLAY WITH VOLUME AND LINEAR SHAPES AND LINES -ACCEPTANCE, NON JUDGMENTAL- NOT CHANGING THINGS JUST TO CHANGE- MAKING SURE IT'S FOR BETTER.
- PLAY WITH SIZES- DIMENSIONS, LIGHT AND DARK, MATT AND SHINE.

the increasing world  
of the office cult



Olivia rarely sees her family and friends, but she finds herself humming the company tune in the shower



we may be able to create spaces that go beyond what we can imagine and arrive at a place that cannot be imagined by the mind



the concept of space



twelve hour days are not uncommon and after work activities are a forum for work talk



LIFESTYLE

**ENVIRONMENT:**

**"SPEAK UP AND MOVE FORWARD"**

- BELIEVING IN NATURE, AND ADDRESSING THE CHANGES IN THE GLOBAL ENVIRONMENT, BEING IN TUNE WITH NATURE AND ALL ITS LIFE FORMS, MAKING NATURE YOUR SECOND ROOM OR MOVING YOURSELF INTO NATURE.

- BELIEVING IN THE FUTURE, BUT REACTING AND PROTECTING IT, NURTURING WELLBEING AND UNDERSTANDING WHAT IT WILL TAKE TO MAINTAIN IT, ACTING INTUITIVELY AND INSTINCTIVELY.

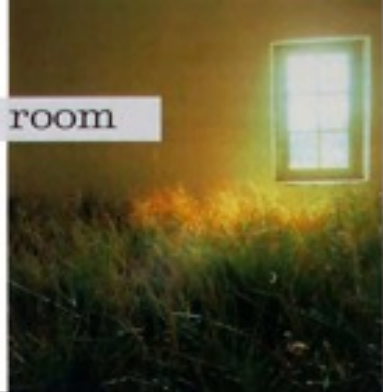
- MINIMISING SPACE, CLEANING OUT, AVOIDING CLUTTER, RECYCLING AND AVOIDING WASTE. (ANDREA ZITTEL)

- RADICAL STANDS, AWARENESS - MODERN, CLEAN AND SOLID VALUES. GIVE AGAIN AND RESTORE! MAKING OLD NEW AGAIN.

- ALTERNATIVE WAYS OF LIVING TO MAKE HOUSING AFFORDABLE AND ATTRACTIVE, INCORPORATING NATURAL ENERGY - SOLAR POWER ETC.

- LOW-TECH NON DESIGNS, UNASSUMING WITH ELEMENTS OF THE PRIMITIVE THE RAW.

making nature your spare room



it is kind of a reversed garden - a place to create a new organism



through my window i see a tree of heaven. it is the first thing i see every morning - and i find it profoundly consoling because i am almost certain it will outlive me



- does eating cleaning socializing working and storage really need to take up more space than 60 square feet??



container living



something has got to give between how much stuff we own and how much space we can afford to live in

Living in a box



It is evident that designers are promoting the modular unit as a way of producing affordable housing as well as a fashionable lifestyle

## LIFESTYLE

## HOME:

**"ENJOY AND MOVE FORWARD"**

-HOME IS WHERE THE HEART IS, ORGANIZE AND APPRECIATE IT, FEELINGS OF ZEN, DEVELOPING INNER STRENGTH AND WELLBEING - MAKE IT YOUR SAFE HAVEN. - THE MORE VIRTUAL WE BECOME - THE BIGGER THE NEED FOR COMFORT AND SAFETY AT HOME.

- AVOIDING CLUTTER, PRIORITIZING, UNDERSTANDING HUMAN NEEDS, FINDING LUXURY IN SIMPLE MINIMALISM AND NURTURING THE LUXURY OF LIVING.

- CREATING HARMONY AND SECURITY ALL AROUND, APPRECIATING ANCESTRAL KNOW-HOW, HAND CRAFTING AND QUALITY. HOME COOKING, REAL FOOD, DINNERS AT HOME, CREATING ISLANDS OF WARMTH.

- ENHANCEMENT OF SENSES, BELIEVING AND LISTENING TO YOUR BODY, CAPTURING THE POSITIVE ENERGY IN USING COMMON STRENGTH AND INNER STRENGTH.

- SHOWING PREFERENCE TO LOCAL AND ORGANIC PRODUCE AND MATERIALS, RETURNING TO ROOTS - THE BASICS, THE CLASSICS!



**now** quality longevity utilization of space and recycling



**before**

the question of how we live with our possessions - whether we really need or like them and what we do with them when we are done with them



**this is how we live now**



CARROT AND ONION SOUP Recipe: 10/10



turning statistics into aesthetics

a "healthy option" does not come in a styrofoam box and a snack/plastic toy combo is not a happy meal - but a kiwi egg



LIFESTYLE

**ADVENTURE:**

**"REFLECT AND MOVE FORWARD"**

-RETHINKING TRAVEL, ENVIRONMENTALLY AND PERSONALLY. PERSONAL SPACE, FINDING SPACE TO REFLECT, TO CONNECT AND DEVELOP.

- KEEPING A JOURNAL OF TIME, COLLECTING THE FOOTPRINTS OF TIME, LISTENING TO AND USING TIME WISELY AND CORRECTLY.

- THE IMPORTANCE OF PLAYING AND DREAMING, ADVENTURE, MEMORIES AND EMOTIONS. DARK FORCES USED POSITIVELY, THE SECRET MESSAGES OF NATURE, THE URBAN FAIRYTALES AND URBAN WITCHCRAFT.

- TRAVELLING SIMPLY AND LIGHTLY, BOTH PHYSICALLY AND MENTALLY.

- INVENTIONS WITH NOSTALGIC DESIGNS AND FORMS, AND AGAIN THE IMPORTANCE OF NATURE.



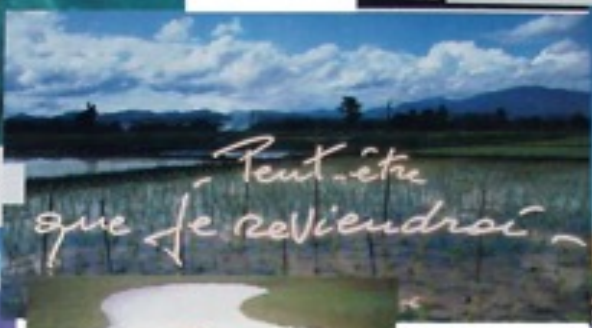


**luxury trains**  
settle back into your deeply comfortable seat - be transported into another world

**how to travel guilt-free**



fly less stay longer - and of course donate money to carbon offsetting schemes



*Peut-être que je reviendrai*



exploration of personal space  
the rooted conflict between the need to belong and the desire for independence



ecologically focused breaks have changed they no longer require the donning of sandals and snacks consisting of seeds



## PROFILE

**ARCHITECT:**

- THE PROFESSIONAL, PART OF THE OFFICE CULT - THE URBAN TRIBE. BEING CREATIVE, THINKING AHEAD, HELPING MOULDING AND SHAPING THE FUTURE.

- LIVING A MODERN LIFESTYLE, ACCEPTING AND OPEN MINDED TO NEW INVENTIONS AND CREATIONS, ADAPTING TO CHANGE IN SOCIAL NEEDS - I.E., CREATING AND IMPROVING MODERN HOUSING, MODERN LIVING.

- SEEING BEAUTY IN KNOWLEDGE AND DEVELOPMENT, WORKING WITH SIMPLICITY, MINIMALISM AND STRUCTURE WITHOUT IMPOSING BOUNDARIES.

- DREAMING AND SEEKING TO SEE DREAMS THROUGH REALITY.



## PROFILE

### URBAN GARDENER:

- THE URBAN WARRIOR, THE OUTSPOKEN, THE RADICAL, AGGRESSIVE AND "HANDS ON" APPROACH.
- FEARLESS AND FOCUSED, GUIDED BY THE INSTINCT AND EVERYTHING FROM NATURE, IMPROVING AND RESOLVING.
- MODERN BEING ALMOST BASIC AND PRIMITIVE, RAW, WILD AND PASSIONATE, CREATIVE, DARING AND INVOLVED.
- HANDCRAFTING, RESTORING, KEEPING AND RECYCLING, OLD AND NEW.
- ORGANIC FORMS AND TEXTURES, WOOD, GRASS AND SOIL.



## PROFILE

**ARTIST/CRAFTSMAN:**

- THE CREATIVE INDIVIDUAL WHO HAS CHOSEN TO PERHAPS LEAVE THE CITY AND LIVE IN THE COUNTRY SIDE, OR PERHAPS JUST IS ABLE TO WORK FROM HOME.
- SPENDING TIME WITH FAMILY AND LIVING WELL, CREATING A MORE OLD SCHOOL BALANCE BETWEEN WORK, SOCIALIZING AND FAMILY.
- STAYING TRU TO OLD VALUES THAT STILL WORK, ORGANICALLY - GROWING YOUR OWN OR BUYING FROM LOCALS, SUSTAINING OLD CRAFTSMAN TRADITION -BUILDING - NEEDLEWORK - POTTERY - COOKING ETC.
- RE-VAMPING THE CLASSICS.
- WORKING SIMULTANEOUSLY WITH PERSONAL DEVELOPMENT AND CLEAR SIGHT - A POSITIVE ATTITUDE AND A CLEAR CONSCIENCE.
- LOVE FOR PLAIN FUNCTIONAL AND COMFORTABLE CLOTHES AND SURROUNDINGS, AND TAKING GREAT CARE IN DAILY CARE AND NEEDS.
- EARTHY, GENEROUS, HARMONIOUS AND AT PEACE WITH ONESELF AND ONES SURROUNDINGS.



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feel  
comfortable

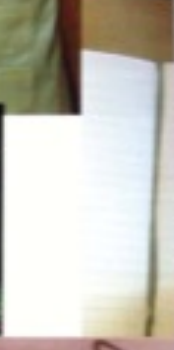
slow your own time

## PROFILE

### TRAVELLER/COLLECTOR:

- THINKING, MUSING AND REFLECTING, TAKING ELEMENTS FROM THE PAST - NOSTALGIC, ROMANTIC, POETIC AND DREAM-LIKE.
- TRAVELLING THROUGH MIND AND LIFE, FINDING RECORDING, REVIEWING AND PASSING ON INFORMATION.
- EMOTIONAL AND LIGHT, BREATHING LIFE IN, TRUSTING AND BELIEVING.
- ADVENTUROUS, OPEN-MINDED, INTERESTED IN ALL PEOPLE AND ALL THINGS.
- DELICATE, GENTLE AND INTELLIGENT.





## TEXTURE

### DEEPENING:

- VERY DARK, SOMBER, MYSTERIOUS, SOPHISTICATED BUT ALSO BORDERING ON THE EERIE.
- FUTURISM, MODERNITY, IMAGINATION, INTELLIGENCE.
- SIMPLICITY, MONOCHROME, TONE ON TONE, VARIATIONS OF BLACK AND SHADY COLOURS.
- MIX OF MATT AND SHINE, METALLIC, SHINE AND GLIMMER EFFECTS.
- LUMINOUS, VARNISHED - "CAR BODY" COATINGS, ENAMEL, IRON, PATINA, LAMINATED AND WAXED.
- SURREAL MOTIFS, WAVY SHAPES, GENETIC MANIPULATIONS - PLAYING WITH SHAPES AND SIZES - FAVOURING THE ODD.
- BLACK AND VERY DARK LEATHER, TEXTURE OF CAVIAR, BONE, SHELL, VOLCANIC STONE AND METAL.
- RICH SILKS, DOUBLE SIDED WOOLLENS - COMPACT, FELTED AND BRUSHED, MEN'S SUITINGS, VOLUMINOUS LAYERS OF DARK IRIDESCENT ORGANZA.
- METAL AND BONE, FOSSIL AND CORAL FACETTED ACCESSORIES.



## TEXTURE

### DISCOVERY:

- MODERN INVENTIONS, MINIMALIST, SIMPLE, NON-DESIGN.
- MIXTURES OF SOFT TEXTURES WITH HIGH TECH MODERN POLISHED AND MECHANICAL SURFACES.
- VOLUME, EXPERIMENTATIONS IN SHAPE AND FORM, PUFFY, PERFORATED HOLOGRAMS AND RIPPLED TEXTURES.
- DIMENSION, MOULDING, SCULPTING, FOLDING UP, MODERNIZE AND ROBOTIZE.
- QUILTING, WADDING, WRAPPING, ORIGAMI AND PAPER-LIKE FABRICS MIXED WITH SUPER SOFT WOOLS LIKE CASHMERE, ALPACA AND NATURAL ECO-FRIENDLY FIBRES.
- SOFT STRETCHY WOOL JERSEYS, SOFT CHUNKY HAND KNITS, UNEVEN SHAPES AND TEXTURES.
- NEUTRALS, GRAYS AND CHALKY COLOURS PLAYING WITH LIGHT AND DUSTY SHADOWS.
- PLASTICIZED BUBBLES AND LIGHT PUFFY DUVET PROTECTION, PARACHUTE SILK LAMPSHADES.



worn,  
wrapped.

## TEXTURE

**SOLITUDE:**

- FOREST FLOOR, ORGANIC, MOSSY, WOODY AND GRASS LIKE.
- RUSTIC, WASHED, WORN AND WEATHERED.
- RECYCLED, RAW, TEXTURED, PRIMITIVE, WILD AND PETRIFIED.
- SKINS, HAIRS, BARK, LEAVES, SOIL AND SAND WITH BROWN RECYCLED CARDBOARD.
- CERAMICS, TILES, NATURAL BEADS MIXED WITH RAW ANIMAL ELEMENTS
- RUSTIC KNITS, BLANKETS, POTATO SACKS, CANVAS, CORK AND UNTREATED WOOL.
- ROUGH, NAÏVE AND HEAVY HAND STITCHED EMBROIDERY, BURNOUTS.
- INTERWEAVES AND TANGLES, COURSE AND FINE COMBINATIONS.
- DARK FOREST COLOURS, REDS, BROWNS AND NATURAL DYES.



## TEXTURE

### WEIGHTLESSNESS:

- LIGHT, SOFT, AIRY, TRANSPARENT, SIMPLE AND DELICATE WOVEN NOUVEAU ZEN.

- NEUTRAL, FINE, PLAIN, DISCOLOURED, FADED, AGED.

- LOW TECH HANDCRAFTING, CROSS STITCHING, CHAIN STITCH EMBROIDERY, GHOSTLY IMAGES AND COMPUTER POETRY.

- NEEDED AND TINY QUILTED EFFECTS, GAUZE, VOILE AND MICRO PLEATING EFFECTS.

- TRANSLUCENT, SILKY, MILKY, FRAGILITY, SPRINKLED WITH HAZY FLOWERS AND HANDWRITING.

- RESTRICTED USE OF COLOUR, DUSTY ROSES, CREAMY WHITES AND BLEEDING NATURAL DYES.

- DELICATE FINE KNITS, INSIDE OUT BRUSHED AND WASHED COTTONS, WOOLS AND CALICOS.

- OLD DUSTY PAPER, FLOWER PEDDLES, BUTTERFLY WINGS AND CLOUDY DREAMS.

- WHITE WASHED OUT WOOD, TEXTURED GAUZE WITH SHINE, DROPS OF IVORY AND MOTHER OF PEARL.



BASIC INSTINCT



PRINT

## **LINES AND BOXES:**

- MODERN GEOMETRICS, SQUARES, LINES, NUMBERS, FIGURES AND DIGITAL WRITING.

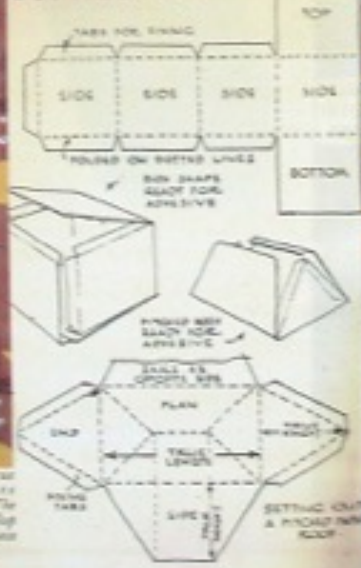
- RETRO MODERNITY, SCANDINAVIAN FURNITURE, MONO COLOUR BLOCKS, 3D ARCHITECTURAL DRAWINGS AND LOGOS.

- INDUSTRIAL ELEMENTS, BI-COLOURED PLAYFUL AND QUIRKY COMBINATIONS OF SHAPES.

- TECHNICAL TYPOGRAPHY, SIMPLIFIED FIGURES AND OBJECTS AS CONVERSATIONAL PRINT.



OUT PAPER BOX



Notes: 1. For length are necessary. The width and depth is to be fixed from the first session.

PRINT

## PARANORMAL:

- SOMBER, MYSTICAL, OCCULT MIXED WITH HUMOUR.
- PHOTOGRAPHS AND FACIAL IMAGERY.
- SKULLS AND DARK ELEMENTS FROM NATURE.
- COAT HANGERS.
- OVERSIZED MODERNIZED FLOWER PRINTS IN COLOUR BLOCKS.
- GIANTS AND MIDGETS, FABLES AND DARK FORCES, FANTASY AND PLAY.



martine sitou

Fuck about every thing  
But I draw again and again

DUST OF OBLIVION

PRINT

## **NOSTALGIA:**

- SIMPLIFIED INTERPRETATIONS OF THE ARTS AND CRAFT MOVEMENT.
- HAND PAINTED PAPER, BRUSH STROKES AND OLD FASHIONED BOTANICAL DRAWINGS.
- TAPESTRY, COMPUTERIZED CROSS STITCHING, FADED WALL PAPER AND FURNITURE TAPESTRY.
- HAND WRITING, WORDS AD OLD TYPE WRITER FONT, DECORATED SCRAP BOOKS AND PATTERNS FROM OLD DIARY COVERS.
- DECOUPAGE, COLLAGES AND CUT OUTS OF VINTAGE FABRICS.



PRINT

## **GRAFFITI:**

- CHILDLIKE, SOFT AND NAÏVE GRAFFITI.
- SECRET MESSAGES, URBAN DREAMSCAPES AND SHADOWY FIGURES.
- JAPANESE CARTOONS, SYMBOLS, MAGNA AND ANIMATION FROM FILM AND TV.
- DOODLES, WASHED OUT FLORALS, GNOMES AND PIXES.
- BEAUTY AND UGLY MIXED, THINGS TAKEN OUT OF CONTEXT.









# environment





## SILHOUETTES:

- MODERN, TECHNO, LINEAR MIXED WITH VOLUME, MOULDING AND SHAPING.
- ALMOST UNIFORM BUT WITH ATTENTION TO THE DETAILS THAT WILL SET YOU APART AND CREATE THE INDIVIDUAL.
- HIDDEN DETAILS, REINVENTIONS OF TRADITIONAL TAILORING, OFF CENTRE POCKETS, ASYMMETRICAL SHAPES.
- BEING POSED, NON-REFINED, ONE PIECE, MONOCHROMES, EXTREME DARK, WITH LIGHT AND PRIMARIES.
- MATT VERSUS GLOSS, METALLIC AND LACQUER MIXED WITH FELTING AND COMPACT WOOLLENS.
- PRECISE, SOPHISTICATED SIMPLICITY, SEVERE, INTENSE AND CLEAN, STREAMLINED SLIM PINAFORE DRESSES, CAPES AND CLOAKS.
- ELONGATED FORMS, COVERING UP BODIES, RAGLAN AND PAGODA SLEEVES.
- ARCHITECTURAL CONSTRUCTIONS, DISCIPLINED, CONTROLLED WITH AN ALMOST MATHEMATICAL APPROACH.

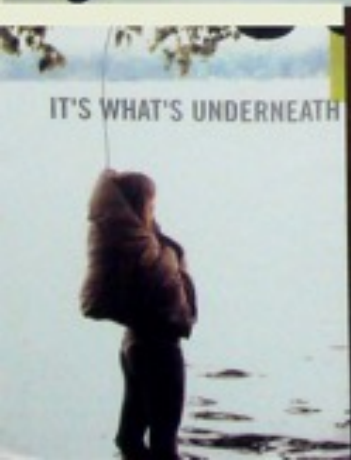
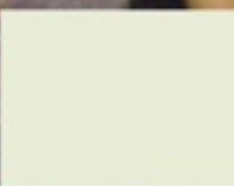




## SILHOUETTES:

- UTILITY, PRACTICAL, COMFORTABLE AND WORN-IN - CHIC UTILITARIAN - HEELS WITH WORK WEAR.
- REPAIRING, RECYCLING, MAINTAINING, RUSTIC, ORGANIC.
- BLANKETS, WRAPPING, QUILTING, HOOTS, PROTECTION - LIVING AND BEING SENSIBLE TOWARDS THE ELEMENTS AND EVEN NATURAL DISASTERS.
- ROUGH AND SOFT TEXTURES MIXED.
- HAVING EARTH AS YOUR PRIMAL SOURCE, URBAN LUMBER-JACKS, KHAKIS, COLOURS AND TEXTURES FROM NATURE - THE FOREST FLOOR.
- SKINS, HAIR, ANIMAL AND EVEN TAXIDERMY, FUR HATS AND INVENTED NON-GARMENTS IN BLANKETS OR PUFFY DOWN QUILTS.
- EARTH TONES, NEUTRALS, STONES AND MOSSY.
- ARMoured ANIMAL SHELLS, COCOONS, 3D CONSTRUCTED KNITS, HOODS AND PONCHOS - RUDIMENTARY CLOSURES.







**SILHOUETTES:**

- WOOD FURNITURE, AND FINISHES WHICH LOOKS LIKE WOOD, BARK ETC.
- CARDBOARD FURNITURE AND ACCESSORIES - RECYCLING.
- COMFY HAND KNITS AND SOFT, WOOLLY TEXTURES, SPHERICAL AND ROUNDED SHAPES.
- MAKING USE OF ANCESTRAL KNOW-HOW TO EMBELLISH AND MEND RATHER THAN MASS PRODUCE AND THROW AWAY.
- STRIVING FOR QUALITY AND LONGEVITY, ADDING PERSONAL TOUCH, AND THOUGHT TO THE PROCESS OF MAKING THINGS.
- DRAPE AND WRAP AROUND TAKING SHAPE OF THE BODY - CONTRASTING VOLUMES, PLEASANT AND FLEXIBLE.
- KNIT CARDIGAN COATS - WRAP AROUND OR DEEP V-NECK, SCANDINAVIAN SWEATERS AND HEAVY DUTY CABLE KNITS.





**SILHOUETTES:**

- SIMPLE, FAIR, REFINED, PLAIN AND EASY.
- SOFT, FADED, MUTED, LAYERED, PRETTY AND FEMININE.
- LIGHTWEIGHT, TRANSPARENT, LUCID AND AIRY.
- EMBROIDERY, NEEDLEWORK, CROSS STITCHING AND MUTED PRINTS.
- FLORALS, LEAVES, BUTTERFLIES AND DREAMY FAIRYTALE ELEMENTS - REWORKED, MODERNIZED - EVEN COMPUTERIZED.
- CALLIGRAPHY, OLD HANDWRITING, GRAFTITI.
- DOODLES, HAND DRAWINGS, NOTES AND FADED MEMORIES.
- PETER PAN COLLARS, ASYMMETRICAL HEMS AND BUTTONING.
- DECORATIVE MINIMALISM, ONE-OFFS - WEARABLE ART.



