

A CO-PRODUCTION BY TRIENNALE DI MILANO AND YOOX.COM

OPENS TO THE PUBLIC TOMORROW

DRESSING OURSELVES

The exhibition, curated by Alessandro Guerriero, presents "self-portrait dresses" designed by key figures from design, architecture and art. It explores the way individuals express their inner character through clothing that will never be in or out of style because it's unique, unrepeatable and an expression of personal authenticity

Milan, 17th January 2005 – Dressing Ourselves, the exhibition curated by Alessandro Guerriero (Compasso d'Oro for Design), opens tomorrow to the public at the Cubo space in the Triennale di Milano, remaining through 20th of March. It is the first stage of a touring event which will be replicated with a local flavour involving new contributors in New York, London and Tokyo.

Thirty international artists were asked to design an item of clothing that would become a kind of self-portrait. The sketches drawn were the starting point for a collection of cloths-cum-works of art displayed on glass resin sculptures representing the creator in real scale. The dresses were produced by the students of Naba (Nuova Accademia di Belle Arti) under the supervision of Anna Cardani and with the contribution, as fashion consultant, of Giorgio Correggiari. The sculptures were produced by Attilio Tono "Atelier Almayer".

The event itself, designed by Alberto Biagetti, recognized as one of the best Italian graphic designers, is an experience with a strong narrative potential that contains all languages, mixes different disciplines and allows subjects to fuse together.

The stage for the event resembles a church's nave decorated with a polychrome pavement and lined with carefully lit apses hosting the dressed sculptures. Unlike fashion shows, the viewer is asked to wander amongst the pieces, to journey on a mystical tour as if visiting divinities in a sanctuary.

The clothes lend themselves to being imaginatively classified according to various elements, materials and concepts linked to their invention. There is an enormous diversity and eclecticism amongst the works. There are dresses that evoke memories, sight and experiences; dresses that change with the light using reflective materials; dresses that explode in waterfalls of multi-coloured threads; dresses that dissolve into invisibility.

The complete vision of the project and story behind these works are documented in an accompanying catalog edited by Charta with critical text curated by Marco Scotini. The book includes the artists' interpretations of the pieces and the reasons behind each idea. The website www.yoox.com/dressingourselves details the story of the project from the artists' sketches to the final clothes produced and includes biographies, images of the creators' previous work and behind-the-scenes photographs.

Introducing the exhibit, Alessandro Guerriero explains the biggest challenge: to be able to say once again "I", while outside in the world, ethics, science, psychology and fashion become uniting factors emphasizing the whole not the part. A dress only for me, an outfit as an object that contains the possibility of infinite meaning, enchantment and personal mystery, becomes a true self portrait. Dressing Ourselves is an anthropological project because it positions man once again at the center of our attention.

Davide Rampello, president of the Triennale di Milano, sees Dressing Ourselves as an exhibit that explores design and fashion in order to discover its true character. It belongs to a series, along with

the exhibition of Maddalena Sisto, that delves into the personalities of design. It is no coincidence that some of the authors summoned by Alessandro Guerriero have already worked with the Triennale, like Gaetano Pesce, who has an exhibit currently running.

Federico Marchetti, founder and CEO of YOOX, recognized the affinity YOOX had to the Dressing Ourselves project. YOOX.COM, the innovative e-concept store and protagonist in the fashion world, is known as an experimental site in which style and expression are given complete freedom. Mixing reality and fiction, the site features a monthly YOOX Cover, virtual models that wear elements and architecture instead of cloths suggesting a new way to interpret individuality. "We share with Dressing Ourselves," concludes Marchetti, "the liberty of multi-disciplinary experimentation and the possibility to invent innovative cultural projects which inspire creativity of the near future."

Editorial Notes

The creators of this project are as follows:

William Alsop painter/architect *United Kingdom* - **The Aluminum Group** musicians *United States* - **Antony** musician *United States* - **Devendra Banhart** musician *United States* - **Johannsson Bardi** musician *Iceland* - **Markus Benesch** designer *Germany* - **Andrea Branzi** architect/designer *Italy* - **Enzo Cucchi** artist *Italy* - **Nathalie du Pasquier** designer *France* - **Enrica Borghi** artist *Italy* - **Pablo Echaurren** artist *Italy* - **Meschac Gaba** artist *West Africa* - **Johanna Grawunder** architect/designer *United States* - **Alessandro Guerriero** architect *Italy* - **Hariri&Hariri** architects *United States* - **Choi Jeong-Hwa** artist *Korea* - **Toshiyuki Kita** designer *Japan* - **Gianluca Lerici alias Prof. Bad Trip** artist *Italy* - **Alessandro Mendini** architect/designer *Italy* - **Mimmo Paladino** artist *Italy* - **Penezic&Rogina** architect *Croatia* - **Gaetano Pesce** architect/designer/artist *Italy* - **Ettore Sottsass** architect/designer *Italy* - **Jimi Tenor** musician *United States* - **Patrick Tuttofuoco/Ciboh** artist *Italy* - **Un Studio** architects *Holland* - **Makoto Sei Watanabe** architect *Japan* - **Peter Wilson** architect *Germany*

About YOOX

YOOX(www.yoox.com), the worldwide e-concept store, presents a unique mix of products that online consumers can't find anywhere else: exclusive products from Italian and international designers, a savvy selection of end-of-season clothing and accessories at accessible prices, vintage collectibles, limited edition creations by talented designers available only at YOOX, innovative brands yet to launch, together with an original selection of books, magazines, music and art.

YOOX is Europe's No. 1 online fashion destination and the only player in the world with an operational presence in the United States, Canada, Japan and 25 European countries. With almost half a million items delivered to doorsteps across the globe in 2004 and nearly 2 and half million visitors every month, YOOX.com has recently been recognized by VOGUE UK as one of the top 100 greatest shops.

Alessandro Guerriero impacted the Italian architectural landscape in the early 70s with projects that defied convention. In 1976, he created Alchimia, one of the most influential movements in the evolution of post avant-garde Italian design. After being awarded the Compasso d'Oro in 1982, Guerriero founded the Domus Academy in Italy and worked with Oliviero Toscani to plan the Benetton Museum. Presently, he is in charge of YOOX special projects.

Alberto Biagetti's works encompass a mesmerizing blend of tastes, disciplines, techniques and materials. He has applied his eclectic style to projects for RAI SAT, Italy's largest television station, and developed an important exhibition for FIAT's 100th year anniversary. In 2001, he collaborated with Studio Azzurro to create "Romantic Robots" that questioned the relationship between humanity and technology through interactive design. Presently recognized as one of the top designers in Italy, Biagetti creates YOOX's futuristic brand image.

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