



CRAFTICA BY FORMAFANTASMA
1st – 28th FEBRUARY 2013

Gallery Libby Sellers presents the London-debut of Formafantasma's Craftica series. Conceived in collaboration with luxury goods house Fendi for Design Miami/Basel 2012, Craftica is a visual and tactile investigation into the diversity and origins of leather through a collection of handmade stools, lights, vessels and tools.

As Simone Farresin and Andrea Trimarchi, the Italian-born duo behind Formafantasma, have said, "the design is driven by the symbolic connotations of leather, a material that, more than any other, represents the complex relationship between humans and nature. Leather has the ability to evoke almost ancestral memories of when nature was hunted to produce food, tools and protection for the body. Searching underneath and above the sea, from the vegetal to the animal world, the installation offers a holistic view on leather as a material."

In creating the series, Formafantasma merged their own willful primitivism with Fendi's time-honoured craftsmanship and rich material resources through the addition of vegetal dried fish skins (sourced from a food factory in Iceland), oxidized metal, glass, wood and other natural materials such as bones, shells and cow bladders. The resulting effect is a tactile, pre-industrial and glamorous range that Silvia Fendi has described as "experimentation at its best". To complement their material investigations, Formafantasma invited Francesco Zorzi to create a series of witty illustrations on parchment that show a picaresque history of leather's historical usages.

The collaboration between Farresin (b.1980) and Trimarchi (b.1983) started during their BA in communication design at ISIA in Florence. Their interest in product design developed while on the IM Master's degree at the Design Academy Eindhoven, from which they graduated in July 2009 with a shared thesis and portfolio based on traditional Sicilian folk craft. Their award-winning work explores such issues as the role of design in vernacular craft, the relationship between tradition and local culture, critical approaches to sustainability and the significance of objects as cultural conduits. They identify their role as the bridge between craft, industry, object and user and seek to stimulate a more critical and conceptual design dialogue.

Formafantasma were listed by Alice Rawsthorn, design critic for the International Herald Tribune, and Paola Antonelli, senior design curator at the Museum of Modern Art in New York, as one of twenty designers who will influence design in the next decade. Their work is in the permanent collections of the Art Institute of Chicago, MUDAC and the Vitra Design Museum. They are represented by Gallery Libby Sellers and all works are available for sale exclusively through the gallery.

For further information please contact the gallery on the details below.

Opening times:

Tuesday – Friday, 11am – 6pm

Saturday, 11am – 4pm