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Moschino

Luca Stoppini

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Luca Stoppini : Moschino before purchasing it in order to gage whether or not it would be worth my time, and all praised Moschino:

0 of 0 people found the following review helpful. Great bookBy LifePuzzleExcellent book for graphic designers and aficionados. Interesting and useful information.Recommend it highly.

Designed by Luca Stoppini, art director of the Italian edition of "Vogue," this book presents the original, multicoloured, extravagant and transgressive fashion universe of Moschino using a decade of scintillating and often provocative shop windows.From the ideal woman (Violeta, 1990; Old? New?, 1991) to the vamp (Stop the Fashion System!, 1990; Halloween, 1991); from the theme of world peace (Nobel peace prize?, 1990; No War!, 1998) to a love for animals (I_animals, 1994) and a defence of nature (Love Nature and Nature_you, 1993); from respect for the environment (Ecouture!, 1994) to the battle against AIDS (Smile!, 1992; Safe Sex, 1994) and against social, cultural and inter-racial discrimination (Nord _ Sud, 1994; Love, Peace and...Mix Appeal, 1997)...March 1989 saw the opening

of Moschino's first boutique in Via Sant'Andrea in Milan, which provided Franco Moschino with another formidable means of communication-- the shop window. The shop window was the natural continuum of the shop, but also new surroundings to be dressed, the stage for regular mise-en-scene, another chance for direct contact with the public, an ideal point of observation and a strong means of communication. It could be used to launch messages, moods and opinions, moving-- as in a game of chess-- the pawns of his transgressive imagery and revealing his philosophy of style in an autonomous and alternative manner.

.com Fashion is rarely seen as a forum for communication. However, Italian fashion designer Franco Moschino has long used it as his soapbox. Moschino, a collaboration with graphic designer Luca Stoppini, presents his shop window, rather than his clothing, as the vessel for communication. Taking cues from the bold graphics of Moschino's designs-- such as the shirt that proclaims "For fashion victims only" and the bathing suit that shouts "SAVE OUR SEA"--each shop window is an elaborately constructed message. Organized into months, the book traverses 12 years 12 times, living and reliving the years between 1989 and 2000 as if a camera were in front of the shop window all that time, recording these installations. There is not much more offered beyond this series of photographs, so it is not quite a fashion book, nor is it a book about designing shop windows, yet it shows the potential of both to speak, and loudly. --
Juliette Cezzar