



Home returns his love... and Strato thought best to let his drawings talk a little more about him...
 interest him... he tells a story and does so with his designs.
 kiss goodbye at a bus stop. The glamorous but empty catwalk fashion doesn't
 to Daniel; fashion is the movement it takes to stir a coffee, fashion is a quick
 who are, he admits, his source of inspiration. So this is what fashion is
 Daniel reads Rome, but above all, he listens to the people he meets

Daniel mainly works in fashion, drawing bodies he draws narrative stories of past and future
 tations among cold and glossy mannequins: the
 easy lines. Yet they're not just stylish interper-
 les with ease creating movement with two
 Cloissonum, or at best, St.Peter's?
 Daniel is Swedish yet he lives
 can't really figure out why
 since most of his work is pub-
 lished in Sweden (*Venues*) and
 the UK (London Times) and
 the States (*Times Magazine*). As
 if that weren't enough, Daniel's
 agent is a Londoner, and they comu-
 nicate via email... so why Rome,
 whose only international aspect is the

danieles

Newton and the universal attraction



Helmut Newton has redeemed the world of fashion. He hasn't forgiven it with literary prose, he hasn't converted it into a stage for protest, he just sees it as a divine revelation within a consumer society. If divine attributes are constantly ready to take feline, revolutionary leaps and beauty ready to shock and break the obtuse rules of good taste, Newton was able to welcome them into his world of luxury and shamelessness. The magnificence of inaccessible female forms and the audacity in holding self-celebrating poses are proof that beauty can exist anywhere. Or rather, anywhere a stage can be set up to hail its glories, even in those places where it is out-sold just to consume, and rendered superfluous after one season. Images that surpass the shelf-time of a collection have offered a useless eternity in a world, in the fashion world, that didn't expect such clemency, that had become accustomed to regenerating itself from its ashes, avoiding a messy clean-up.
 Newton - an 83 year-old victim of a car accident on L.A's Sunset Blvd - leaves us with a bitter gift: 10,000 copies of his SUMO collection, all numbered and signed. This century's most expensive book. //as//

struggle for money

Book, comics, cd and cool stuffs all together in one... the first prize? **YUOR MONEY!**

1 //Ben Stiller// ZOOLANDER
 14,99 euro//PARAMOUNT
 MAGNUM BLUE STEEL FERRARI His versatile and captivating expressions have made Derek Zoolander the most handsome model around. But not more than Hansel, who quickly steals his shine on the runways. So it's time for Derek to realize (or at least suspect) that there's more to life than just being 'real-ly, really Psycho'. Being loved by every-body (men and women alike), he MUST reach new heights, and will Stiller and Wilson completely submerges us in the polished pages of magazines and gives a voice to the featured models...and teach us the biggest lesson in fashion: IN IS OUT...and OUT is IN...always.

2 //GIVA MORA MA//
 11 euro//GLAMORAMA

3 //Fati// MERCHANDISING
 www.fatinet.com

Frenchgirl Fati is sly. She started out covering her city's walls with sexy ladies (but definitely not that original), and suddenly she's on MTV, on books and magazines. Ultimate goal: her very own fashion line. Upon visiting her site, you can online shop for her goods (minis, kimonos, pochettes), all signed by Fati herself. It's funny to see her in the improbable role of a model, wearing her own creations. There's an example of how imagination can be more fruitful than one's real capacities. Fati may not be a great artist, but she sells herself (and consequently her art) right on target! If Fati strikes a nerve, her travel pics will be even more annoying.

INTERNET!!
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FASHION VICTIMS

How does the fashion victims project started?
 5 years ago in Ivrea was opened the Interaction Design Institute, an international school of design. Just to be clear: Ivrea - Piemonte, were at Carnival time people play with oranges and were once there was the Olivetti firm. Students from all over the world gets there and among them 2 years ago arrived an israelian girl (Tal) and 2 italians (Davide and Dario). Last spring arrived a girl from new york for a wearable computing course. Usually those who attends wearable computing end up looking like metal monsters, wearing dark sunglasses and carrying heavy telecameras.



from www.centrifuga.net/stirato poster/magazine//eurozero//FASHION graphic //illustration //web //photography //comics//

on the web

How do you turn a bland white t-shirt into something hot? Easily with some one hundred badges you can find on this site...The wicked thing about it is the badges on sale are actually the ripe pickings of a monthly contest which anyone (and we mean ANYONE) can enter. The winning badges get printed and put on sale. Among the contestants, the Germans Burodestrukt and old-timers like TADO and TBFH. And obviously, Stirato!

www.wearitwithpride.com

KYLIE IS BETTER THAN I AM.

1 artista : 100 parole = ANTOINE BARDOU-JACQUET

www.ma-ho.com (site)
 In the martin... joltkamp let&go website you click on models and pull them right on your face

eliodoro (boutique)
 in via tiepo 9 in rome fabrics get a shape drawing on you what you don't expect

freitag (bags)
 what once was a truck becomes a fashion bag recycling makes you rich if you can see something nice in horrid giants

ukiyo (exposition)
 floating and losing oneself into beauty removing the dryness around us

STABBED BY INVISIBLE WAVES MAGNETIC HANDBAGS, WOUNDED T-SHIRTS AND INJURED HATS START STREAMING BLOOD. INNOCENT VICTIMS OF THOSE WHO WEAR THEM.

we don't like dark or mirrored sunglasses and we don't like mobile phones: that's why we decided to create white handbags that start streaming blood whenever a mobile phones in its proximity rings. The idea raise curiosity... and is even appreciated. In October we're invited to an exhibition in Amsterdam; so we spent our summer making real our project.

Your web site is in english... is the foreign market better than the italian one?
 Up to now we succeeded bringing our project in Amsterdam, Istanbul, Tokyo and Turin. Italy - Rest of the world is given 1 to 3. Need to say that english helps a lot. The truth is that we think about our work as a product, and we don't focus on a specific market. We're trying oportunites to show it, not to sell it: we writes to show an idea and an experience spread an idea and an experience and we also like to bring it abroad.

on the web
 www.interactiondesign.it

