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Feel the Tension

Formafantasma *maps out space with taut lengths of PVC*

MILAN — Known for its experimental projects and material studies, Formafantasma took to the catwalk to design a set for the Sportmax S/S 2016 collection. To counteract the predominantly grey 20th-century interior of Palazzo delle Poste in Milan, the designers chose terracotta and PVC film in three warm tones as the primary materials.

The design juxtaposed traditional Mediterranean elements – Formafantasma's Andrea Trimarchi and Simone Farresin are Italian – with a contemporary style to put a modern spin on deconstructivism. Plastic film created spatial boundaries: rolls of PVC stretched from ceiling to floor and continued, forming three sections of a looped catwalk. Heavy cylindrical pieces of terracotta provided enough tension to hold the lengths of film in place, offering definition and sharpness to the abstract composition. The catwalk was set at ground level to remove the common hierarchy between models and spectators, who were seated on rows of wooden benches among the narrow translucent partitions.

The impactful yet frugal set highlighted the designers' sense of responsibility for our world's limited resources. And as it was temporary, the project served as a framework that allowed Formafantasma to conduct a 'material study for impermanent spaces'. — JP

formafantasma.com

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Photos courtesy of Formafantasma and Sportmax

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