

# BOLON VARI ATIONS

BOLON | **cappellini**

**istitutomarangoni**   
enhancing talent since 1935

# the new leaders in design.

Develop skills, cultivate new talent; since 1935, this has been the mission of Istituto Marangoni. Beginning with fashion and progressing to design, it has always been the aim of the institute to provide students with the best means of expressing themselves creatively.

Today Istituto Marangoni is an established and recognized workshop of aesthetic principles in the European style, which has a strong Italian imprint. It works with the most interesting names in fashion and design; with teacher practitioners that convey their expertise to train the excellence of tomorrow's industry professionals. The training comes with constant contact, through the faculty, with the most important companies in the sector, which come to us in order to help nurture and choose the stars of tomorrow.

## **BOLON**

Bolon is a cutting-edge Swedish design company managed by sisters Annica and Marie Eklund, the third generation of the family to own the business. Under their leadership, Bolon has been transformed from a traditional weaving mill into an international design brand, with a focus on innovative flooring and creative interiors. Bolon's list of clientèle includes Armani, Google, Mercedes, Adidas, Reebok and Sheraton, as well as leading architects and designers such as Jean Nouvel and Cappellini. All design and production is carried out in Ulricehamn, Sweden.



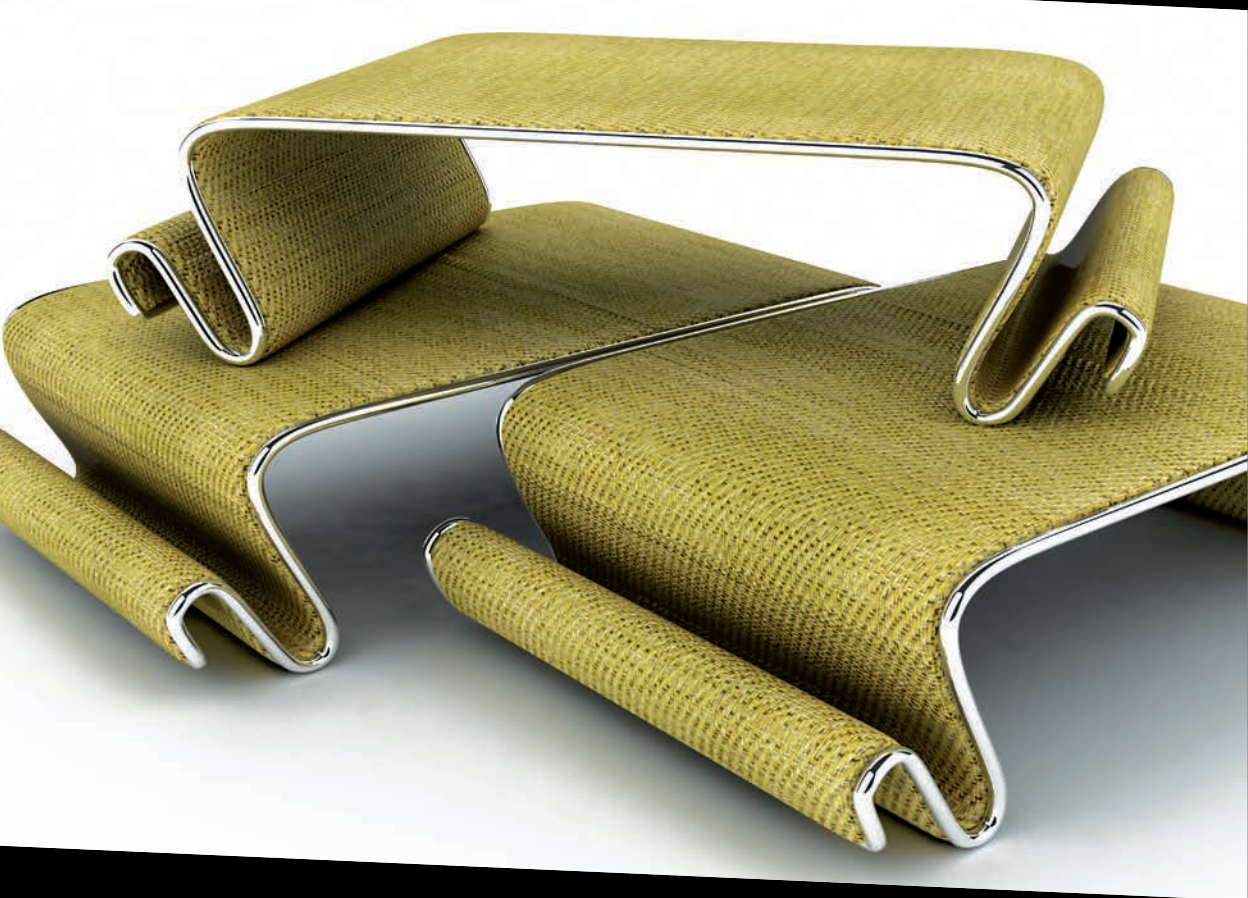
# from material to product

## **'Bolonvariations • from material to product'**

is an exhibition of the work of the finalists of the competition created by Bolon and Istituto Marangoni, in which the best students of Istituto Marangoni were invited to re-interpret the exclusive material produced by the Swedish company Bolon. Led by **Giulio Cappellini**, designer and Art Director, students revolutionized the use of Bolon material, which is normally used only for flooring, creating new products out of it ranging from clothing and fashion accessories to functional products, experimenting and innovating. A special jury, composed of the management of Istituto Marangoni, Bolon and Giulio Cappellini, evaluated the projects and selected the ten best proposals, those that deserved to be realised as prototypes: the protagonists of the exhibition.

special thanks to  
**cappellini**

# giulio masciocchi



Giulio Masciocchi was born in Como in 1990. After completing his studies at Istituto Tecnico Setificio in Graphics and Communication, in 2009 he moved to London to work and experiment in the Westcott-Design studio. Back in Italy, he graduated 'cum laude' in Product Design at Istituto Marangoni in Milano. In 2013 he entered the world of design, collaborating with the brand of avant-garde eyewear Glassing. He designs for Italian and International eyewear and design companies and brands.

'Firma' is a series of instinctual designed objects whose shapes it is not possible to fully control, because they develop naturally, as in a signature, without coercion or second thoughts. These proposals are drawn more than designed, the gestural component is needed and is crucial to arrive at the result, as in a real signature. The word 'firma' ('signature' in Italian) derives from the Latin for 'defined-immovable', features of durability that it is correct to associate with the Bolon material and with steel, and describes a product that signs its presence through time. The series provides a visual contrast between the thin and sleek profile and the soft-colored wall of Bolon material.



# lisa pomari



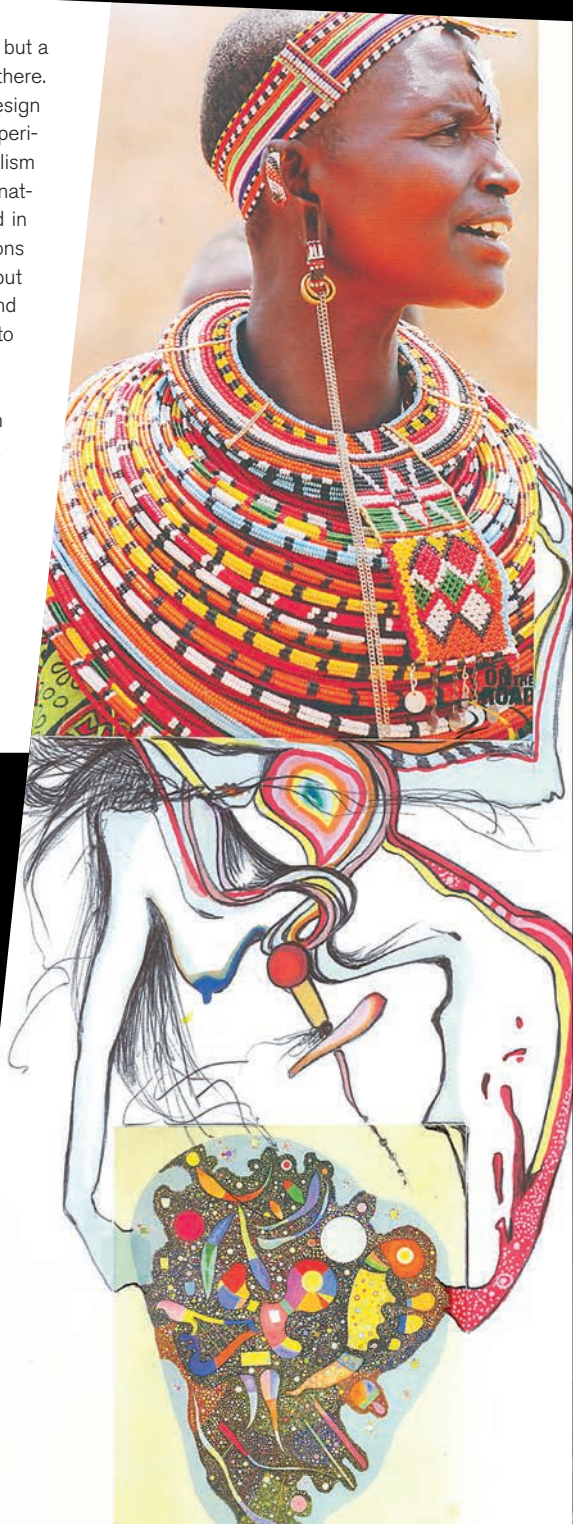
Lisa Pomari was born in the small town of Locarno, located in the 'canton Ticino', Switzerland. She completed her studies at the Scientific High School of her city. Despite being shy and reserved, she has always shown great curiosity towards everything surrounding her, being fascinated by the complexity of distant cultures and in particular by the art world. Her greatest passion is, in fact, to discover its origin, what lies behind the whole process of creation, to understand how the wonderful works of expression are realized. Since she was a child, she has been expressing her sensitivity towards the harmony of shapes and colors, which over the years has evolved into attention to aesthetics. Her parents helped her to cultivate her passion, transmitting to her their love of art and cinema. Fashion has always been an integral part of the universe of beauty that fascinates her, a world she sees as a dream. For this reason she decided to study fashion with the aim of learning both its creative and productive processes, so that her passion could be shown in creations that reflect her aesthetic vision. The project 'Urban Tribalism' came from the idea of a distant culture getting in contact with urban reality, creating an urban culture that is influenced by an exotic and tribal world that transmits the desire to have fun playing with fashion. This was how the idea of a shoe was born that fits perfectly with the hectic life in the city both for the wearer and for the resistant and innovative materials that comprise it. A shoe that conveys not only freshness, humor and desire for fun but also harmony of shapes and colors.



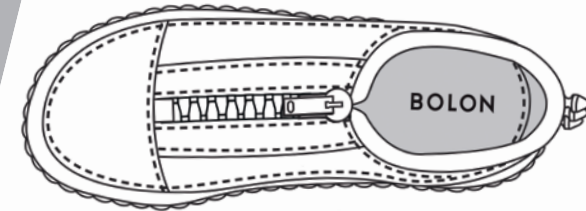
# timur shibaev

Timur Shibaev is from Russia. Today fashion is not just work for him but a way of life. He lived in Vietnam as a child and attended a high school there. After this, he went back to Russia where he applied for a fashion design major at university. The two absolutely different cultures that he experienced are reflected in his style of work. He likes to combine minimalism with complex shapes, femininity with - in some places - masculinity, naturalness with artifice. After getting his Bachelor Degree he worked in his own studio with a team of tailors, creating small capsule collections in couture style. Creating couture garments is a great experience but right now he wants to learn to design more production collections and this is why he chose the Master's in Womenswear Design at Istituto Marangoni.

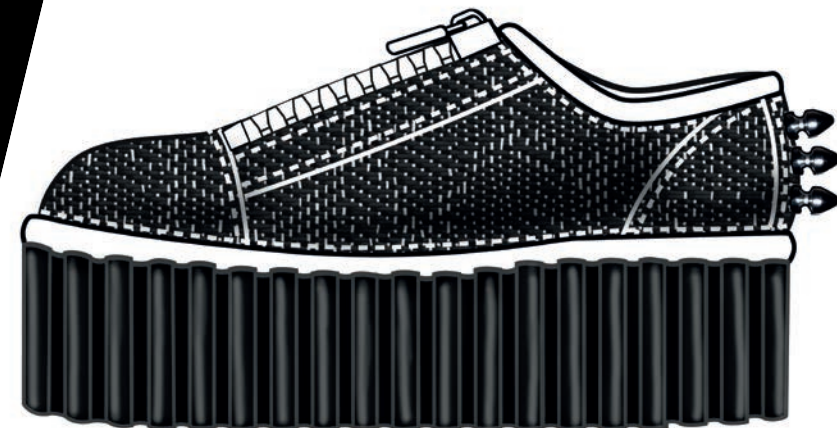
In the beginning, he chose large and bright accessories that are worn as necklaces in African tribes. He used a round shape and complex weaving structure for the base of the design. To add special accents and emphasize contrast, he experimented with a style inspired by Russian abstract painter Vasily Kandinsky. Kandinsky's pictures amaze him with their playful color and variety of shapes. Bolon was used as a base material, produced with synthetic fiber, and he also used beads and chains composed of natural materials like wood, glass and metal. The cooperation of ethnic African style and cubistic Kandinsky style reflects the contrast and at the same time the connection between different types of materials.



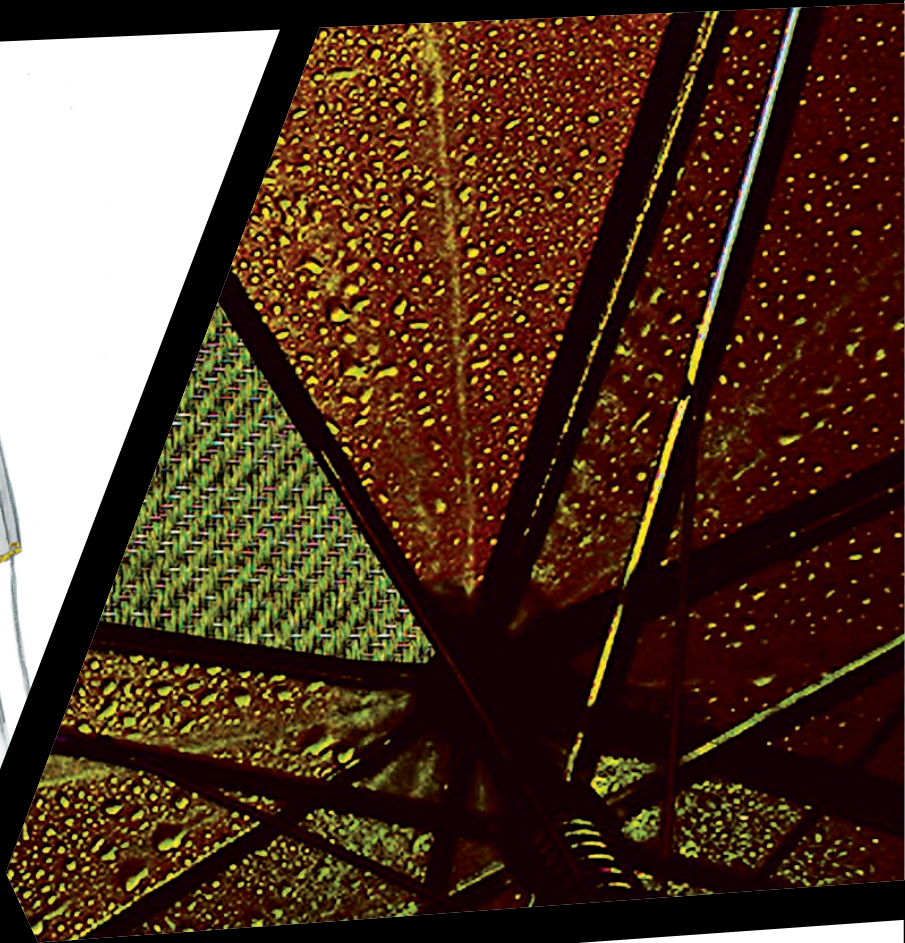
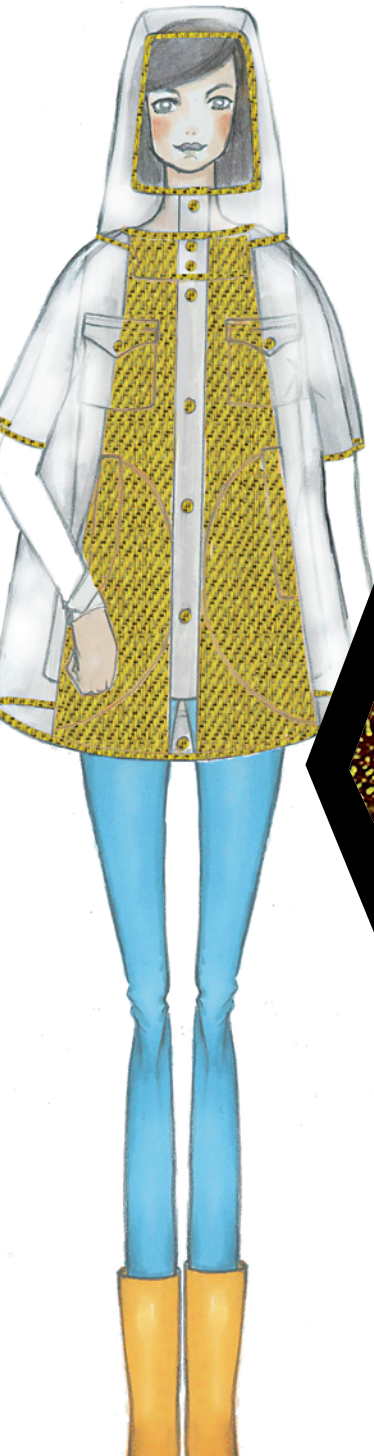
# martina elli



Born on April 8 1992 in Segrate (Milano, Italy), Martina Elli attended the Classical Studies High School at the College of St. Joseph Villoresi, Monza. Music and sports have always played a fundamental role in her life. In fact, her passions for the electric guitar and dressage are mainly what led her to acquire the sensitivity and determination essential to her personal growth. During her studies, she developed a deep interest in literature and history of art, and these, together with a passion for design, led Martina over the years to join the world of fashion, where a thought or an emotion is transformed into something concrete and tangible, combining culture and creativity with practicality. After getting her High School Diploma, she decided to attend the course in Fashion Design at Istituto Marangoni, in Milano. During her university studies, she developed a marked predilection for street-wear fashion, especially for men. The shoe 'Graphic Creepers' is a reinterpretation of the classic brothel creepers of the '50s from an 'industrial-punk' perspective. The Bolon material is here exalted to a purely industrial look, with the intention not to mask it as if it were a fabric commonly used in accessories. The other materials are intended to emphasize this peculiarity. The rubber sole and the giant plastic zip highlight unisex aesthetics, innovative and experimental. The use of studs further accentuates the shoe's transgressive and urban nature.



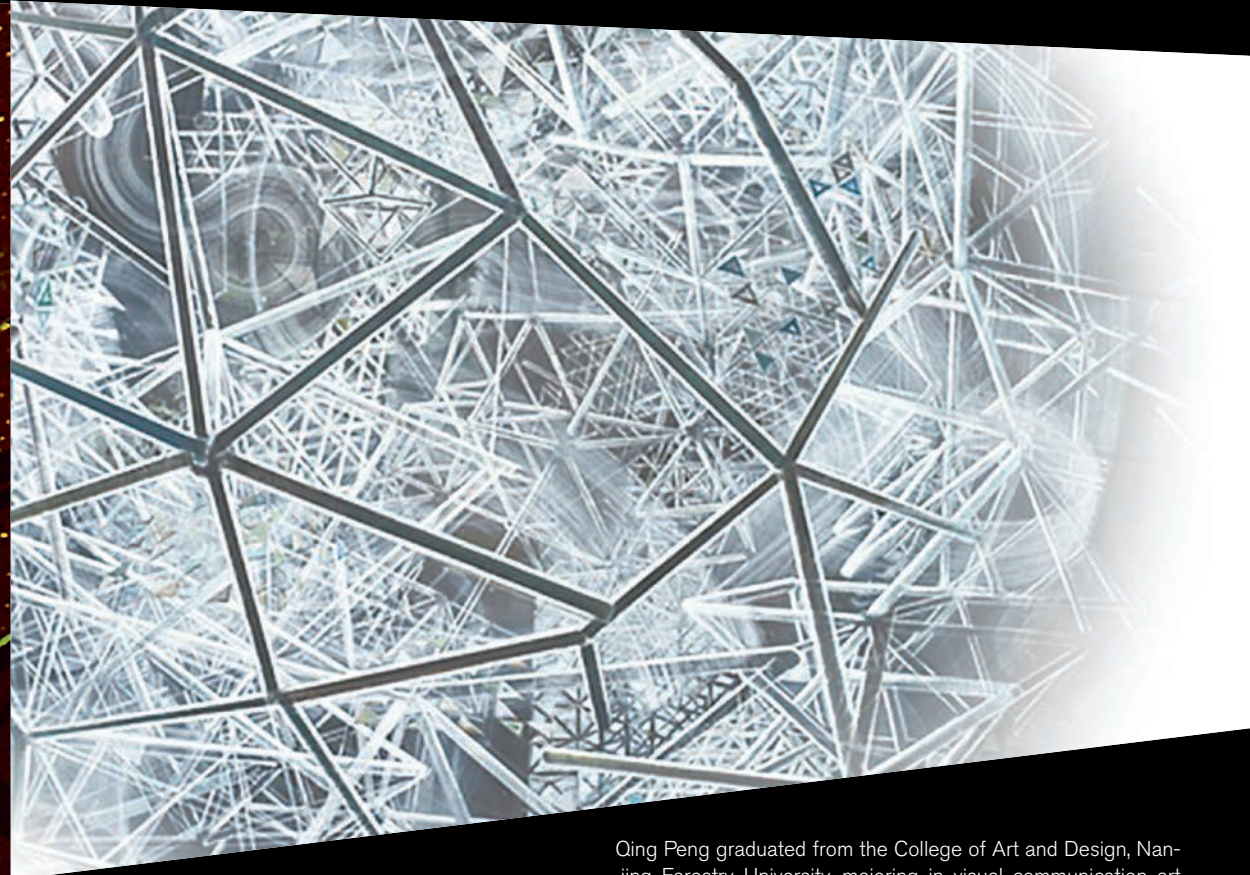
# chingya huang



Chingya Huang was born in Taipei, Taiwan, and lives in Milano, Italy. She majored in History and minored in Advertising at the Fu-Jen Catholic University in Taipei, later moving to Milano to study Fashion. She's currently a student at Istituto Marangoni Milano, doing the master's in Fashion Design.

Chingya was inspired by the ripples created by raindrops. This concept can be seen in her design. For example, the hat of the raincoat represents the drop, and the shape of the raincoat itself represents the ripple. She hopes her design can show what is interesting beneath our feet, what is normally overlooked, while displaying the strengths of the Bolon material. As for the floor, we stand on it everyday but usually forget to pay attention to it. She has called her design 'Waterproof'. as the name indicates, the design is waterproof, yet conceptually 'waterproof' means a kind of mental protection with which users can protect themselves from the negative feelings that a rainy day may cause them. She hopes her design will bring a positive mood to its users.

# peng qing



Qing Peng graduated from the College of Art and Design, Nanjing Forestry University, majoring in visual communication art design. While at university, he was actively involved in teaching activities and in the intercollegiate design competition, in which he performed excellently.



His design work is called 'Blormond'. The inspiration for it comes from a re-creation of a lunar eclipse by a North American artist. The product is a men's business bag, whose intended audience are mainly young businessmen. The art work explores the relationship between business fashion and the recycling and regeneration of resources, a theme that matters to contemporary business people. The main material is a newly-released Bolon black fabric, combined with grainless leather as an auxiliary material. The profile is dominated by straight lines, representing masculine strength and determination, matched with spiral lines and sharp angles, signifying forward-looking and evolution. The contrast between the light sensation of the fabric and the weight of the product logo of Bolon conveys a fashion spirit that is both rigorous and enterprising and a life style that upholds environmental protection and the recycling of energy.

# maiko yamazaki



Originally from Yokohama, Japan she studied in various locations worldwide. She received a Bachelor of Fine Arts, majoring in History of Art from the University of North Carolina at Chapel Hill in 2012. She also attended a summer program at Lorenzo de' Medici in Florence, Italy, in 2011, where she studied Italian art and culture. Immediately after completing it, she moved to Milano where she attended the one-year Intensive Fashion Design and Master's in Womenswear at Istituto Marangoni.

'Botanic Invasion' is inspired by the environmental cycle and the product cycle of Bolon. The Bolon vision and deep thoughts on environmental issues, sustainable future and recycling processes are the main source of inspiration. In 'Botanic Invasion', Maiko imagines Bolon growing vegetation, cultivating our planet through products that do not leave any negative footprints on the environment. It is the emergence of botany on unexpected surfaces, illustrating the life cycle of plants that let the Earth breathe. Bolon creates materials of the future with high potential for modification and multiple usages. The idea of cutting the Bolon materials used on applications derives from the origin of the company. Fringes of green leaves are a visual metaphor for the irregular woven rag rugs made out of textile waste with which the company started out. This work is a link between Bolon's heritage and its infinite future possibilities.



# martina ruggero



Martina was born in 1991 in Vigevano, the city of shoes. She has been immersed in the world of fashion since childhood, having grown up among displays of textiles, leather and accessories. Thanks to this background, she developed a strong interest not only in materials and prints but in the tactile and visual effects that an outfit can have on the observer. This passion, combined with the strong interest she has for travelling, formed her character. Consequently her style is a little bit androgynous and oriented towards an Eastern/fusion aesthetic, continuously evolving and changing.

The theme 'Sealife' is here not linked to the nautical world but rather represents the lifestyle of the summer beach world that connects young teens and mature men. Martina offers a sandal, a shoe that is connected to a more refined world, with the elegance, sobriety and attention to detail of a more mature mentality, typical of a young man. For this project she has therefore proposed an alternative to the classic flip-flop, which is worn on the beach or on the waterfront: a summer sandal that draws from the quality and practicality of a flip-flop, being fresh and practical but giving more elegance, and which combines the practicality of a plastic material with the refinement of leather.



# liia khaerova



It is great to be a designer. Not many people can say they love their job, and Liia is happy to be able to say this. From the very first day on her creative path, work and life became one and this is due to one particular event. As an independent and self-sustained person, at the age of 20 she married a man without her family's approval. For this, she created her own wedding dress. When photos of her wedding-day appeared online and when people saw her design she started to get a lot of offers to design an occasional-wear dress in her own style. This influenced her plans for the next 3-4 years. From 2010 to 2013 she created wedding and evening dresses for private Russian customers. This was an amazing period in her life as working with individual clients gives you a lot of experience in communicating with customers and designing a piece for them. It is as if every dress had its own personal story full of emotion and feelings. In 2013 she got bored of stability and wanted new adrenalin and achievements so she decided to move to Milano and attend Istituto Marangoni. Milano amazes and surprises her with its fresh air of new ideas, creativity and change. Being a designer is not just a job for her, it is her life, and all her creations are filled with her experience of it.

Despite the endless fuss of the modern world with its progressive pace of life force-fed with hi tech gadgets, people don't quit reaching out for nature. People don't lose their native connection to nature, which they are part of. The forest is the place where time gives up its power, the place where time subjects its pace to nature. When you find yourself in a forest your worries disappear, your pulse slows down and your breath becomes deeper. The forest is an endless source of power and at the same time a harbor of harmony and tranquility. The breath of a forest takes away your anxiety in exchange for harmony of the spirit. The concept behind the brand is the concept of balance, the connection of modern technologies with nature. The bag for a bicycle, inspired by a careless walk in the forest. Applying modern technologies to render wood formation, applying leather and new print innovations to the creation of a bag are examples of a beautiful balance of the new with the natural. A well-known couple - Serge Gainsbourg and Jane Birkin - were chosen as an icon for the concept. They are known as an example of courage, creativity, aspiration and love. The chosen picture, in which they are happy, filled with love and running in the forest toward the future, is a symbol of a concept, the symbiosis of nature and novelty. Let it be first... because it is love that runs holding a basket.

# merve ucar



Born 1988 in Istanbul, she graduated from Mimar Sinan Fine Arts University in 2008 with a degree in Fashion and Textile Design. During her studies, she actively participated in projects such as 'Textile in Turkey' and 'The Dimension of Innovation in Community and Economy'. Also in 2008, she joined the Project of Amasra Assembly, a project to re-evaluate Turkish mine workers' clothes from an ergonomical point of view and provide solutions using technical textiles. In 2009-2010 she took classes at Istanbul Fashion Academy for Fashion Photography and Styling. She worked in fashion shootings as an assistant stylist and attended photography exhibitions. Between 2004-2006 she worked as an intern at Ramsey-Kip, one of the most important leading menswear brands in Turkey. In 2007 she worked with one of the most in-demand Turkish designers, Arzu Kaprol, until 2008. After her graduation, she worked for two years as an assistant designer in Setre Tekstil and prepared oversized garments under the guidance of Arzu Kaprol. In 2010 she started working on institutional designs with Arzu Kaprol. Between 2012-2013, she prepared womenswear collections for Studio Kaprol and presented in Istanbul Fashion Week with a fashion show. Studio Kaprol was established by Arzu Kaprol. Right after the fashion show, the collection started to sell in Vakkorama, one of the most prestigious multibrand shops in Turkey. In 2012, she got the opportunity to present her own collection in Istanbul Fashion Week as one of the ten finalists of Koza Young Talents Competition organised by Istanbul Textile and Apparel Exporter Associations (ITKIB). In the same period, she entered another fashion competition organised by Aegean Exporters' Association. She came second. As a prize for this success, she was awarded a scholarship by the Turkish Ministry of Economy to attend Istituto Marangoni, Milano. She enrolled on the Womenswear Master Programme and is still studying.

'If a map could be created of the word 'reflection' and other similar meanings, there would be two clusters and intersections of these clusters. One of the clusters would consist of words with material meanings like 'image', 'surface', 'mirror' and 'light', and the other one would consist of words like 'thought' and 'imagination'. In the intersection of these clusters, we would come across words like 'thought', 'transformation' and 'appearing' that indicate the inseparable material and intellectual natures of the word 'reflection'. Inspired by Edin Bajric's creation 'Mirror', she projected a reflection of the floor onto her designs, on Bolon fabrics supported by specially designed buttons. The cell phone, an indispensable object of daily life, has been turned into a fashion object and given a glamorous charm from a specially designed case. The design is minimalist but is lent a magical touch from details. The classic leather bracelet had been re-interpreted through the modernism of Bolon material. The ultimate mystery of the mirrors inspired the complementary elements on it, the eye-catching buttons, turning it into a fashion object.



## contacts

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