

Talent

A directory of names that you should know. From fashion activists and animators to fun-makers and light illusionists, we identify the idea-makers of today – and tomorrow

Words: Olivia Murphy

KWVKU

THE PHOTOGRAPHER



Darryl Kwaku Otten, known as KWVKU, creates beautifully minimal, yet strikingly colourful photographic compositions. The UK-based photographer draws inspiration from his native Ghana and the minimal style of contemporary British youth culture to create stunning pictures that frame young people in flat compositions with colourful palettes.

When putting together his compositions, KWVKU says that he focuses on details that will help people see his work just as he imagined it. His process involves constantly striving to understand not just how he wants the final image to look, but also how the work will ultimately be viewed, asking himself questions along the way such as, 'what do I expect people to see when they look at the final result? What setting is appropriate? Will props help? How do I use colours and what colours do I use?'

In a recent contribution to *Pause* magazine, KWVKU focused his lens on black hairstyles: *Coiffure* is a series of portraits set against bright backgrounds; the models' hair is the work of barber Sacha Massimbo and the sportswear clothes are styled by Terence Sambo. KWVKU's work also appeared on the cover of *African Lens* magazine for its diaspora issue.

KWVKU brings a fresh eye to photography, fusing design and fashion into his repertoire. His subjects are diverse and beautiful yet he challenges traditional stereotypes of beauty, featuring women with shaved heads or men in subtly vulnerable poses. The images are pulled together by his keen eye for colour and composition. Constantly on the look-out for the next exciting avenue for his creative vision, KWVKU says, 'I'm always here for the adventure of learning something new.'

kwvku.co

UK

Shawn Maximo

THE FANTASY ARCHITECT

FROM TOP:

CONFERENCE BATH
(FEAT KONSTANTIN
GRCIC) 2013

POWDER ROOM
(FEAT RODOLFO
DORDONI) 2014



Architect and artist Shawn Maximo works across a host of mediums, from sculpture to computer programming, to bring his fantastical visions to virtual and physical reality. After studying for a joint degree in architecture and engineering at Princeton University, Maximo went on to work across the retail and design fields, creating store fronts for Gucci, masterminding exhibitions at the Swiss Institute in New York, designing projects for *Pin-Up* magazine and creating all-engulfing interiors for brand guru Paloma Powers.

Maximo has honed an aesthetic that encompasses both the chaos of Canal Street in New York and the scholarly logic of the architectural greats. His methods are assiduous and sometimes his projects have faltered. But, he says, 'the end is really when the piece comes to life and transcends the process.' His work has often resulted in new forms and environments that defy boundaries.

One of his latest collaborations is with *Pin-Up* and the eyewear designer Retrosuperfuture. For this Maximo played with the classic image of Le Corbusier's glasses, updating the architect's striking round frames for a 21st-century look. Le Corbusier was also his inspiration when he was the exhibition architect and a participating designer for the Swiss Institute's *Pavillon de l'Esprit Nouveau*: a 21st-century Show Home, curated by Felix Burcher. Maximo says his design concept channelled 'the visionary irreverence of Le Corbusier for a 21st-century take on domesticity.' Using a colour that Le Corbusier invented in 1931 and called *vert foncé*, Maximo created a green screen-like environment for the exhibition, incorporating digital rendering technology and chroma key compositing. Also included in the show were his computer-generated imagery animations that re-imagine everyday spaces such as food courts and hospital rooms as futuristic amalgamations of each other.

Maximo's largest installation yet was *The Promise of Total Automation* which was displayed at Vienna's *Kunsthalle Wien* exhibition space. In keeping with what he describes as his 'penchant for spatial hybrids', he will be transforming the washrooms of the KW Institute for Contemporary Art into an information hub as part of the 2016 Berlin Biennale.

shawnmaximo.com

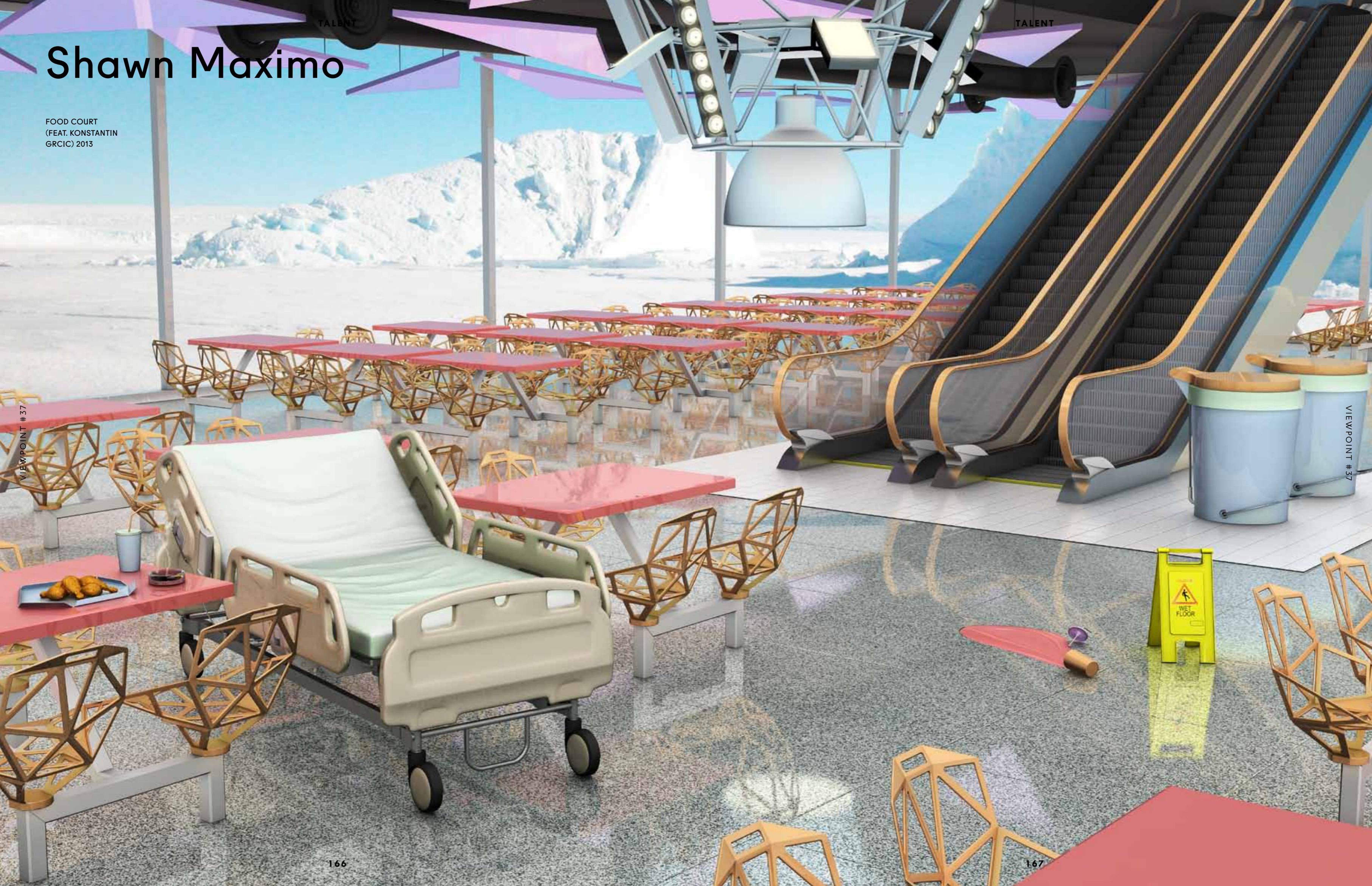
US

TALENT

TALENT

Shawn Maximo

FOOD COURT
(FEAT. KONSTANTIN
GRCIC) 2013



VIEWPOINT # 37

VIEWPOINT # 37

THIS PAGE:

PULL THEM UP CAMPAIGN
FOR ODD PEARS

OPPOSITE PAGE, FROM TOP:

TUBO KIDS SPACE, HANGZHOU
INTERNATIONAL DESIGN WEEK

PASTELLO, CHILDREN'S MUSEUM
OF VICTORIA

VIEWPOINT # 37



Mathery Studio

THE FUN-MAKERS



VIEWPOINT # 37

Designers Erika Zorzi and Matteo Sangalli met in 2010 at Milan's Nuova Accademia di Belle Arti. They developed the ambitious idea of creating 100 designs in 100 days, and this evolved into a successful design studio. Today, Mathery Studio uses art direction, photography, and product, set and exhibition making to explore the playful side of functional design.



Mathery Studio's immersive exhibitions for children explore the creative possibilities of play and discovery. Pastello, shown at the Children's Museum of Victoria in Melbourne, was a show in which children had fun drawing on usual surfaces in whacky ways: through swinging large pendulums made of crayon wax; with shoes that had crayons attached to the soles; in helmets with crayons on the surface. In China, Tubo Kids Space was a part of Hangzhou International Design Week. It focused on similar creative actions: children had colourful foam tubes to arrange in pinboard-like walls, shifting their perception of colouring from 2D to 3D.

Mathery Studio also recently partnered Odd Pears, the quirky Australian sock designer, on the Pull Them Up campaign. This features quirky, tongue-in-cheek contraptions developed by Mathery Studio to help put on and pull up socks. The component devices range from orange squeezers and kitchen timers to mechanical pulleys, helium balloons and paper airplanes, and in net effect they look like a cross between childhood playthings and the tools of a mad inventor. The contraptions are photographed in action with the socks, set against bright, fun colours that match the playful Odd Pear designs.

Gabriel Pulecio

THE LIGHT ILLUSIONIST

SATURN SUBMERGED



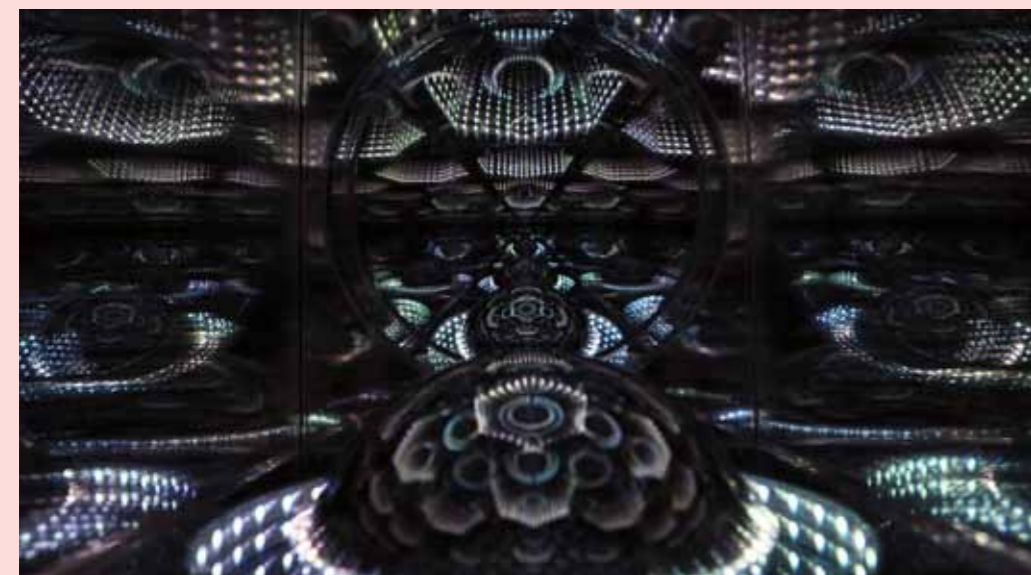
Colombian-born, New York-based digital artist Gabriel Pulecio, aka Lustix, is changing the way we think about light, with interactive sculptures and video projection mapping installations that aim to capture the unexpected. Skilled in multiple disciplines, Pulecio uses digital expertise and innovative fabrication modes to create exciting new ways of arranging, refracting and projecting light.

Inspired by what he describes as 'art that plays with randomness and incidental results,' his installations include Saturn Submerged, composed of mirrored surfaces and LED lights that continually change, creating the illusion of infinite space and possibility. Pulecio employed a similarly interstellar theme for his creation of the Madonna 2012 World Tour concert visuals, which consisted of spaceship-like objects soaring through star fields, colourful electric abstractions and intergalactic landscapes.

His work Light Collider was commissioned by Day for Night, an experiential music and arts festival in Houston, Texas, curated by the artist Alex Czetwertynski. The installation is an eight-foot kinetic sculpture that looks almost like an alien creation and uses programmed LED lights to react to its surroundings and refract or reflect light depending on the amount of people in the room. At its core is an element in constant spiral motion, which is sleek and mesmerising as it spins, casting a beautiful light on its surroundings.

Working out of his Brooklyn studio, Pulecio spends a lot of time in his research and development phase, finding new 'effects or light tricks by experimenting with different kinds of light sources and materials.' When an idea works, he moves on to the design phase, conceptualising the piece with 3D modelling software. The finished work is a combination of programming and constructing through both digital and analog processes.

Pulecio has an impressive list of clients for whom he produces everything from music videos and tour visuals to commercials, film titles and print media. Most recently he worked on projection mapping and animations for music videos for both for LCD Soundsystem's Live Alone and David Lynch's Evangeline remix, as well as creating hologram installations for V Magazine's V99 launch party with Lady Gaga.

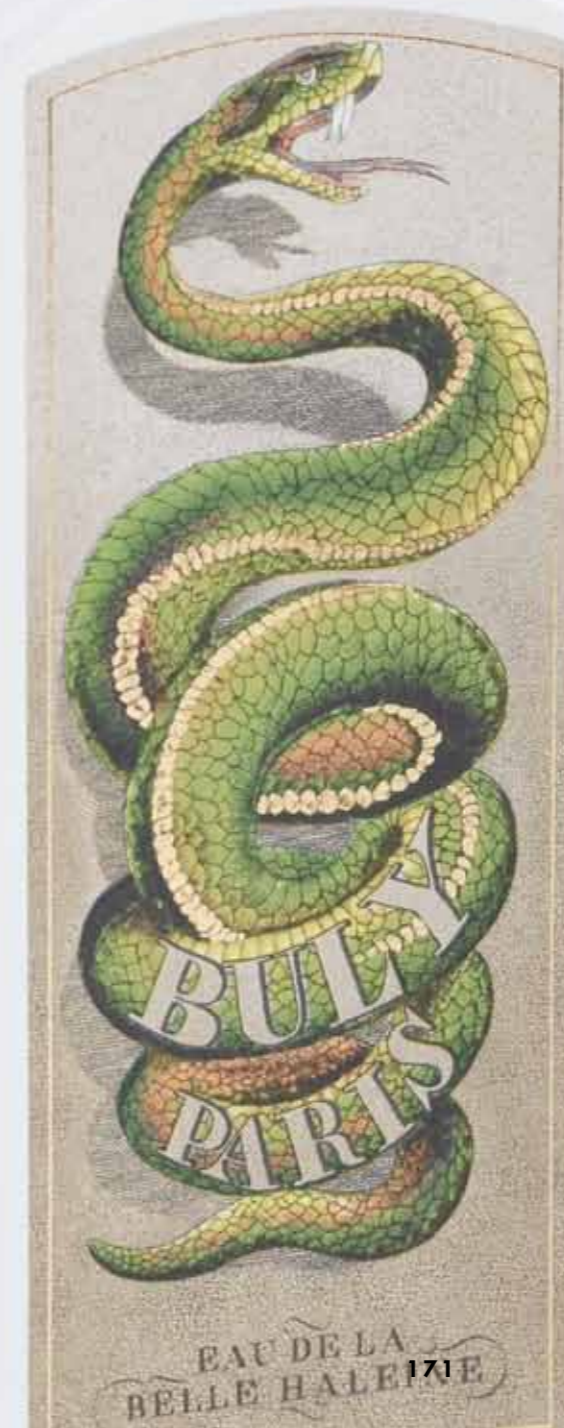


gabrielpulecio.com

US

Ramdane Touhami

THE REINVENTOR

OPIAT DENTAIRE
POMME, BULY

Ramdane Touhami is more than just a creative director, he is a creative re-inventor, re-imagining old brands as well as creating completely fresh outlets for new ones. The self-proclaimed 'jack of all trends' has been active in the fashion scene since the 1990s when he opened a concept store to rival Colette; called L'Épicerie, it featured collaborations with designers such as Marc Jacobs and Jeremy Scott. He went on to create his own line, Resistance, which rejected traditional fashion concepts and celebrated radical dissidents such as the Black Panthers.

In 2006, Ramdane relaunched the renowned candle company Cire Trudon. It was founded in 1643 and has a rich history, yet the brand had become somewhat overlooked. Ramdane dived headfirst into its archives and decided to resurrect Cire Trudon by returning it to its roots in all-natural, traditional French production. He created stories around each scented candle and paid homage to the brand's classical 17th-century designs using the original Cire Trudon gold seal. The fusion of past and present was incredibly important to the rebuilding of this brand. Richly colourful hand-blown Italian glass vessels were redesigned but crafted using historic techniques, and new candle scents were developed. Some had historical references, such as Solis Rex, or the Sun King; others were modern and fantastical, such as Odeur de Lune, or Scent of the Moon, which was based on the smell of soil samples brought back by NASA astronauts on lunar missions.

Ramdane also re-imagined different modes for these scents, launching an entirely new form of interior fragrance: scent bombs. These are made up of tiny capsules that when thrown on the ground diffuse fragrance around a room.

Expanding on his visionary sense for fragrance, Ramdane set his sights on the historic workshop of Jean-Vincent Bully, who created one of the first modern beauty and fragrance lines in France. With his wife and work partner Victoire de Taillac, Ramdane thoroughly researched Bully's early 19th-century archives and they relaunched the brand as Officine Universelle Bully, with a store on rue Bonaparte in Paris. It offers a contemporary line of beauty and fragrance products that stays true to Bully's original recipes. Ramdane explains that 'building on heritage and old beauty secrets was key'.

Ramdane has since developed Architecture Olfactive, a studio in which he makes scents. It has created fragrances for a wide range of clients such as The Kooples in Paris, the department store chain Barneys New York, the Mercer hotel in New York and Claridge's hotel in London. He continues to build on the legacy of his innovations while working to invent new modes of olfactory experiences.

ramdane.com

THIS PAGE:

BRANDING FOR MONNAIE DE PARIS

OPPOSITE PAGE FROM TOP:

VISUAL IDENTITY FOR CESARE CREMONINI

ANIMATIONS FOR MARELLA

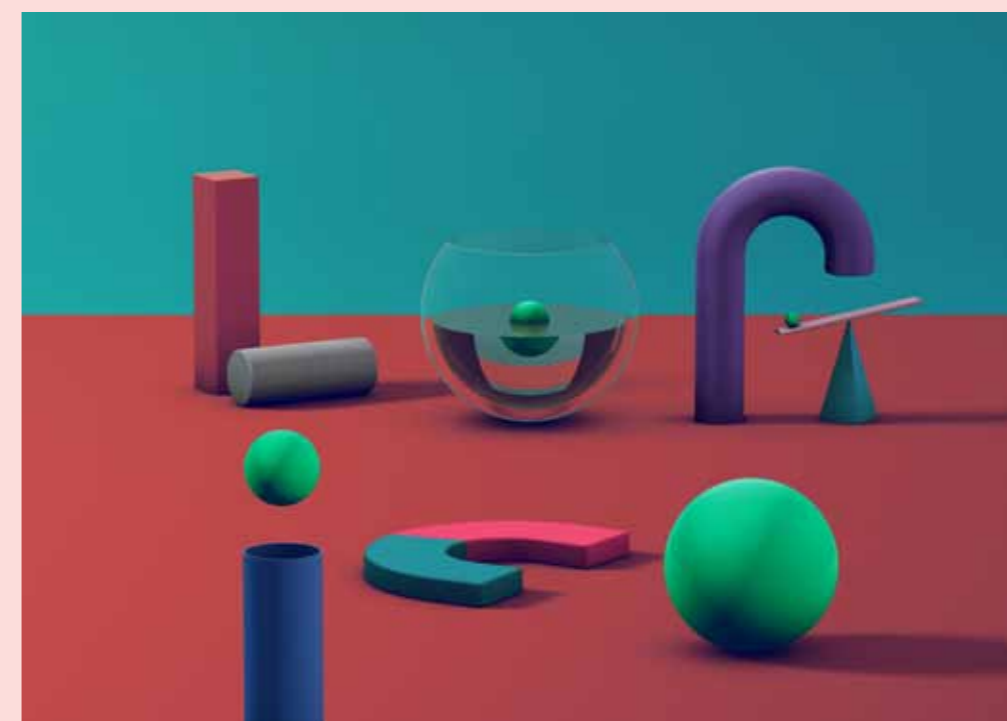


VIEWPOINT # 37



Apart Collective

THE BRAND SOLUTIONS AGENCY



Milan-based brand solutions agency Apart Collective is re-imagining advertising for the 21st century. Founded in 2011 by four partners, Alessandra Mangini, Davide Mosconi, Andrea Mineo, and Micol Talso, the agency has grown to take on a wide range of projects and clients, ranging from the art direction of Toiletpaper Magazine and the visual identity of Italian pop star Cesare Cremonini to website and exhibition materials for the French mint Monnaie de Paris and in-store video installations for the Marella flagship store in Milan.

Apart Collective separates itself from the masses of branding and communications agencies by the set of values that it brings to every project, no matter how disparate these may seem. The founders describe its ultimate aim as being to 'offer a curated output and a highly personalised and specialised service for any type of customer, online and offline.' These values are based around the cohesion of creativity and strategy, strong use of the digital world as our present rather than our future, and an adherence to responsible and sustainable practices. And when all of these forces are working together, this is where Apart Collective feels 'it's really possible to change people's minds.'

The Toiletpaper Magazine collaboration is one of the longest running and most anomalous projects on the Apart roster, dating from before the agency came together. Apart partner Micol Talso, who still heads the art direction for the experimental magazine, says that taking the relatively unknown magazine from print to digital space was 'like an experiment ... from our creative impulses'. The website for the now-renowned publication presents a whirl of colourful images, links and videos that serve as a virtual pinboard for the artistic expression of the magazine's founders Maurizio Cattelan and Pierpaolo Ferrari.

In a totally different approach, the brand identity for Cesare Cremonini, entitled Logico Project, follows a set of rules created by the Apart team in a sort of virtual laboratory, taking primordial objects and subjecting them to different physical forces to turn them into typographic elements. The result is a composition of colourful, digitally rendered objects that reflect order and design and also serve as a logical follow-up to Apart's first album artwork with Cremonini, which featured bright geometric patterns.

Whether they are producing colourful animations for Marella, record covers or Cesare Cremonini, or working to aid the subversive visions Maurizio Cattelan, the creative minds behind Apart Collective bring a combination of innovation and thoughtfulness to their projects which is rare to find in the digital field.

VIEWPOINT # 37

Vera de Pont

THE FASHION ACTIVIST

POP UP



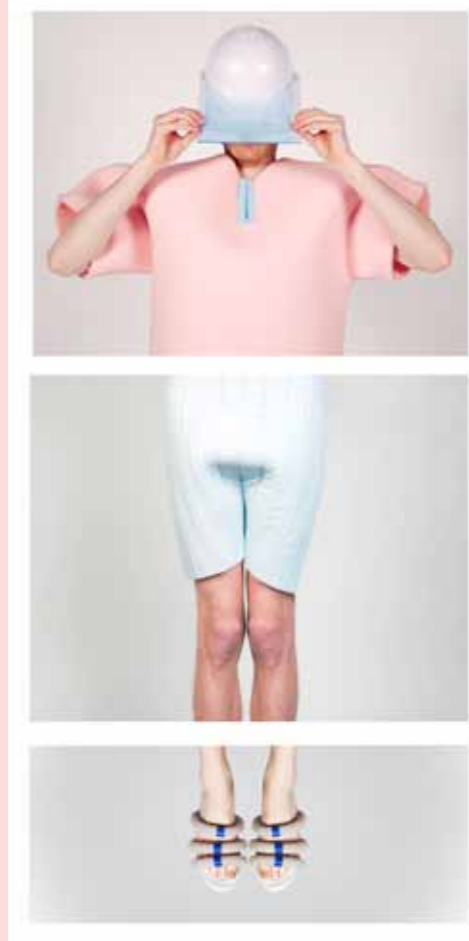
Vera de Pont creates narratives to change the way we think about the fashion industry, quite as much as she creates physical garments to wear. In 2015, while studying at the Design Academy Eindhoven, she produced two award-winning graduation projects, Pop Up and Floaters of the Waterplanet. They both challenge age-old industry standards of production in order to re-imagine fashion for the conscious consumer.

With Pop Up, de Pont created garments that consumers simply cut out and wear, eliminating many of the unsustainable and harmful production practices used in the fashion industry. The garments have been designed so that no stitching is required, not even binding the fabric edges. De Pont worked with label design company EE Labels to create a textile that uses a technology of melting yarns so that it will not fray.

Floaters of the Waterplanet envisions a human retreat on a planet submerged in water. Inhabitants of this fantasy world require waterproof materials and buoyant fabrics to help them stay afloat. The pieces in this collection are made through new forms of production and include laser-cut, vacuum-formed and heat-pressed fabrics. These are ideal for de Pont's lightweight headgear and jackets, which from flat material take the shape of an individual's body in a matter of seconds. The textiles and colours of de Pont's collection for this imagined planet are plush and fun, and create what she describes as 'a soft, bouncy layer covering the body.'

Since graduating, de Pont has created the Open Source Fashion Manifesto with fellow designer Martijn van Strien, a document which is available to download at opensourcefashionmanifesto.com. De Pont comments that it presents 'a new perspective on how we perceive and wear clothing, and holds ideas for a renewed excitement in a more sustainable, fair and technology-driven global fashion system.'

FLOATERS OF THE WATER PLANET



veradepont.com

[Netherlands](#)

Zolloc

THE ANIMATOR

SHIFT



PATH



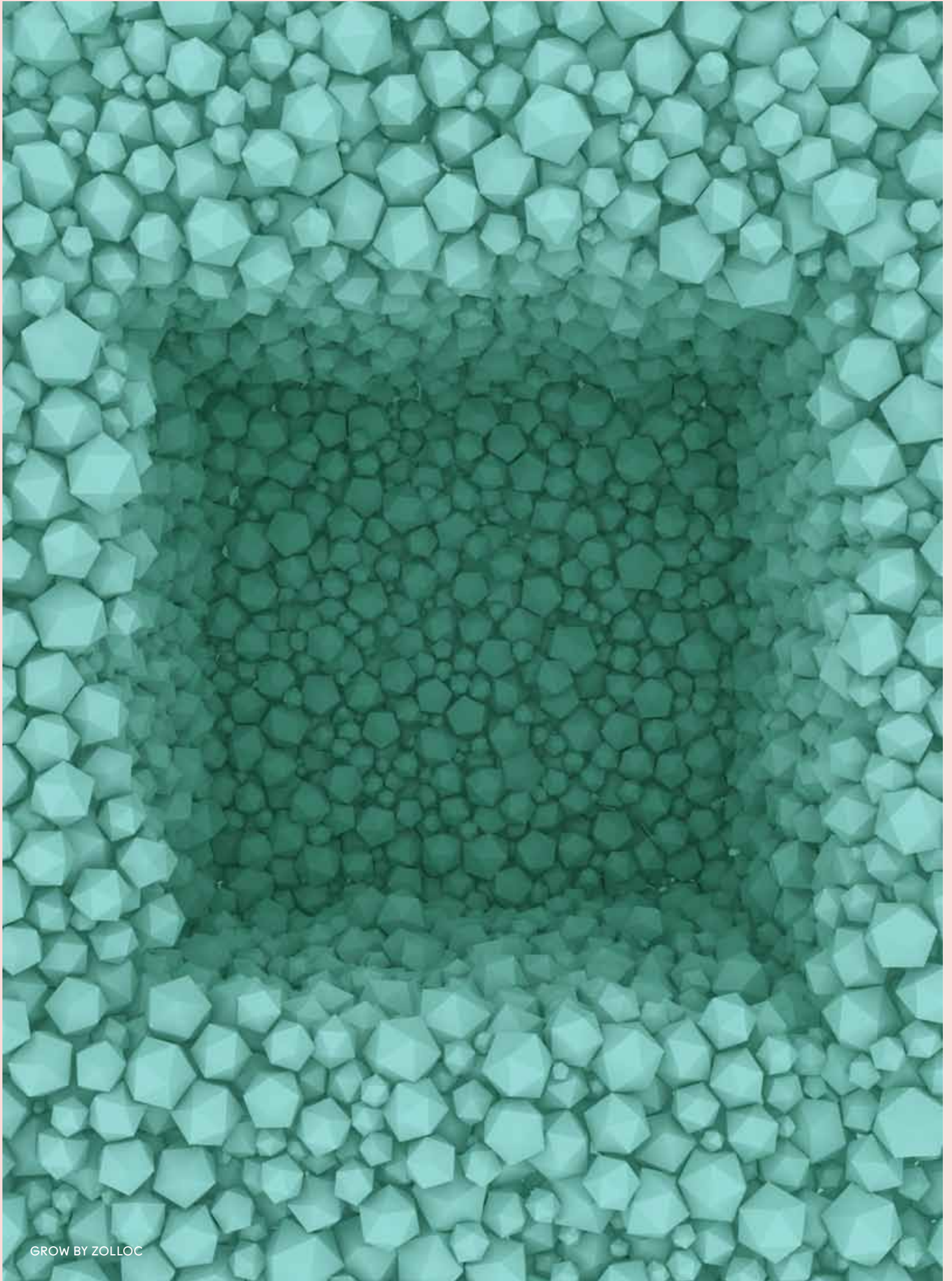
zolloc.com

[US](#)

Hayden Zezula, aka Zolloc, is out to create the perfect loop with his mesmerising gif animations. The Texas native, now based in New York, has been working with clients such as HBO, Calvin Klein, Tumblr and Samsung, creating animations with a new advertising aesthetic.

With a distinctive palette ranging from Pepto pinks to swimming pool blues, Zolloc has gained a following for his strange and tantalising loops. Last year, electronic rock duo Rataat commissioned Zolloc to create the visuals for its Coachella and Governors Ball appearances. He produced fluid graphics that encompassed the stage and were choreographed to the music.

His gif animations have become enormously popular on social media, with viewers around the world hooked by the provocatively strange textures that he renders with 3D modelling technology, ranging from figurative forms to abstract baubles and disks that morph into loops.



GROW BY ZOLLOC