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# THIS APRIL IN MILAN, LIDEWIJ EDELKOORT IS TALKING FETISHISM



**During 2014's Salone Internazionale del Mobile, Edelkoort Exhibitions will present an inspirational exhibition to express a newly emerging trend in design and culture...**

## **FETISHISM**

The internationally-renowned trend forecaster **Lidewij Edelkoort** reveals that we are heading towards a future where **FETISHISM** will merge the sensual with the primitive, espousing the animistic and the primal all at the same time. The Ventura Lambrate exhibition will illustrate these ideas through the form of an audiovisual installation and the display of several design objects.

**Edelkoort explains this emerging phenomena:** *"Humble everyday objects can attach us to a different place, another time or an alternative state of mind. Our smartphones and tablets could therefore be considered fetishes too. After all, the word 'fetish' harks from West Africa, therefore, a more primitive aspect of the current mania for Africa is fitting and to be expected. Colouring style brown instead of black."*

The contemporary fetish movement in design and fashion previews objects that will become ritualized, layered with another strength or energy – embedding them with a soul. **Edelkoort explains how design can acquire an anima:** *"No longer just a thing of the past, animism will become an opening to the future. A belief system that enables us to find the presence of spirit in a process, feel aura in an object, and sense soul in design. An energy to adore and with which to embrace multiple sources of inspiration, to layer hybrids and herald mobility in a world that will therefore become more nomadic. The experience is the message, and the road ahead offers the promise of transformation."*

Curated by Edelkoort and Philip Fimmano, **FETISHISM** will include several works from **Pepe Heykoop's Skin Collection**, instinctive garments by **Femke Agema**, primal installations by **Brynjar Sigurdarson** and a new fetishistic chair by **Rodrigo Almeida**. Reproductions of a rare series of spiritual photographs from Ghana by **David Sarfati** will provide context to this ritualistic setting.

The event will launch Edelkoort's latest books: **LUSCIOUS**, a **Bloom** book focusing on Brazil as a source of design inspiration, and **FETISHISM IN FASHION**, exploring the influence of fetishism on design and culture. The forecaster's **trend books** are also available for viewing by appointment.

For **press images, trend book appointments & further information** about **FETISHISM**, please visit **trendtablet.com** or contact **Charlotte Björklund** at +39 366 497 3687 or [charlotte@edelkoort.com](mailto:charlotte@edelkoort.com)

**Address:** Via Ventura 15, Milan, Italy  
**Opening hours:** Tuesday – Saturday, April 8 – 12 from **10 AM to 8 PM**  
 Sunday, April 13 from **10 AM to 6 PM**  
**Transportation:** MM 2 (green line) or bus #8

## Press Images

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Chair Exú Asanà, 2013 by Rodrigo Almeida; The Edelkoort Design Collection, Paris



Thonet Couple, 2013 by Pepe Heykoop; photo © Annemarijne Bax



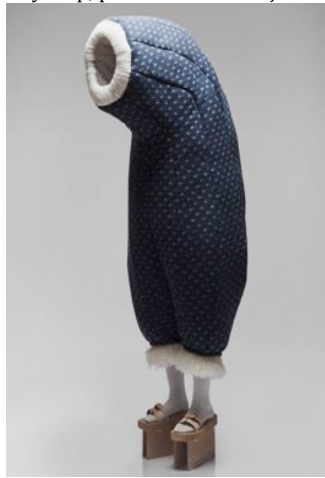
Office Chair (XXL Black), 2012 by Pepe Heykoop; photo © Annemarijne Bax



Sticks, 2012 (detail) by Brynjar Sigurdars a product of Spark Design Space; photo © Vigfús Birgisson



Willow Hut Creature by Femke Agema; photo © Roel Determeijer; art direction: Bas Koopmans



Snowflake Creature by Femke Agema; photo © Roel Determeijer; art direction: Bas Koopmans



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