

EILEEN
FISHER

DESIGNWORK

MEDIA RELEASE

MILAN DESIGN WEEK 2018
WASTE NO MORE



Venetian Bauhaus (2017); design: Sigi Ahl

Eileen Fisher has dedicated her career to challenging the ways of the fashion industry; with the announcement of Vision2020 in 2015, the company took a bold step in reaching its ambitious environmental and social goals which include materials, chemistry, water, carbon and conscious business practices. **DesignWork** is the company's latest initiative; a creative exchange between makers who felt and stitch consumers' used garments into captivating wall hangings, upholstery and accessories for interiors, hospitality and public space.

During the **2018 Salone del Mobile** in Milan, DesignWork is being displayed for the first time on the international stage. Curated by **Lidewij Edelkoort** and **Philip Fimmano**, **WASTE NO MORE** takes place at Ventura Centrale's vaulted tunnels. This striking setting is recomposed like a temple to sustainability; critiquing consumption and shining a light on the emerging circular economy.

Fisher notes how "Textiles and apparel have a huge environmental impact — and our industry's current model is unsustainable. We're using up natural resources faster than they can be renewed. We're making more and more stuff. And after each season, we toss out the old and move onto what's next. Where does this mountain of used and unsold clothes go? Roughly 85% becomes waste in a landfill — including many of the items donated to charity."

The installation confronts visitors with the reality of society's discarded clothing, while demonstrating the inherent aesthetics of recuperated materials in contemporary design. Displayed on freestanding walls within the space — standing firm like astute ecological warriors — the zero-waste works have been developed by longtime collaborator and artist **Sigi Ahl**, in partnership with a dedicated team at EILEEN FISHER's sorting and recycling facility in Irvington, New York.

Edelkoort observes how DesignWork blurs the boundaries between design, textiles and activism, fueling a new creative momentum for the company, calling it "A lifestyle brand found in the debris of overconsumption. When waste becomes wealth and culture, the circle has come around twice, empowering new ventures, gifting the world with true beauty." Fisher expands upon how fashion's modus operandi can be disrupted by providing renewable solutions: "What is new is how we're scaling our systems to create a truly sustainable business model that's circular by design."

WASTE NO MORE is on show from **April 17 – 22, 2018**.

A press preview takes place on Monday, April 16 from 3 to 8 PM.

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Ventura Centrale
via Ferrante Aporti, 19
20134 Milano

opening times: 10 AM to 8 PM daily (until 6 PM on April 22)

EILEEN FISHER DesignWork
eileenfisherdesignwork.com

NOTES TO EDITORS:



EILEEN FISHER has been creating clothing for over 30 years. Designed with pure shapes and fine fabrics, the collections offer sophistication, comfort and style that lasts. As a socially conscious company, EILEEN FISHER is a pioneer in eco-friendly fashion. The clothing is sold at over 65 EILEEN FISHER retail stores, over 1,000 department and specialty stores internationally, as well as two Renew stores, which are part of the company's innovative take-back program. EILEEN FISHER is the largest women's fashion company to be a certified B Corporation, voluntarily meeting high criterion for social and environmental performance, accountability and transparency.

DESIGNWORK forms part of Renew, an initiative that transforms previously owned EILEEN FISHER clothing into felted products for fashion, home and interiors. Renew is the embodiment of EILEEN FISHER's commitment to circularity and where each life cycle of the garment is considered. As an evolving and innovative take-back and reuse program, Renew collects worn or torn EILEEN FISHER garments from customers because the company believes that their value doesn't end with their first wear. Since 2009, EILEEN FISHER has taken back over 800,000 of its garments.

In 2017, DesignWork was exhibited on the Lower East Side in Manhattan and the Invisible Dog Art Center in Brooklyn during New York Textile Month, and at the Textielmuseum in Tilburg as part of *Earth Matters*, a touring sustainable materials exhibition curated by Edelkoort Exhibitions.

SIGI AHL is an artist and author based in New York. As a collaborator with EILEEN FISHER since the early days of the company, she helped found EILEEN FISHER's recycle program in 2009 and went on to establish DesignWork as an extension of that endeavor. Ahl has had solo exhibitions in the US and Germany, as well as written and illustrated several children's books, one of which was nominated for the German Children's Literature Award. Her paintings and graphic works are in public collections including f.e. Rhineland-Palatinate Museum, Mainz; Museum for Contemporary Art, Cuxhaven; Marilie Hess-Foundation, Frankfurt; and the City of Frankfurt. Ahl received a Diploma in Visual Communication at Offenbach College of Applied Arts, and a Master's Degree at the Frankfurt Academy of Fine Arts, Städelschule.

EDELKOORT EXHIBITIONS is a studio that produces cultural events for museums and institutions worldwide. **Lidewij Edelkoort** and **Philip Fimmano** have curated shows for international venues including the Museum of Contemporary Art Chicago, Nordiska museet in Stockholm, Moscow's Museum of Architecture, Lausanne's mudac, Gaîté Lyrique in Paris, Trapholt Museum in Denmark, Design Museum Holon and 21_21 Design Sight in Tokyo. In 2013, the duo directed *Fetishism in Fashion*, Arnhem's fifth fashion biennale. In 2017, Edelkoort Gallery opened in Paris to highlight emerging talent in contemporary design, craft, fashion and textiles.

MEDIA IMAGES:



Heatmap (2017)
design: Sigi Ahl



Venetian Bauhaus (2017)
design: Sigi Ahl



Red Squares (2017)
design: Carolina Bedoya



Digital Rothko (2017)
design: Sigi Ahl



Neptune (2016)
design: Sigi Ahl



Vulkan (2016)
design: Carolina Bedoya



City Fog (2016)
design: Patricia Yomtov & Sigi Ahl



Floating Checkers (2017)
design: Paulina Peguer & Carolina Bedoya



Denim City (2017)
design: Carolina Bedoya



Pillows (2017–18)