

Bridgebook

Bagging America's Issues

And The Moschino Revolution

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The BRIDGE BOOK highlights the work produced by the Parsons Paris first year students for their Integrative Seminar and Studio classes. By offering insight into the creative research of artists and designers, this publication grants access to the backstage where reading, writing and making come together. Each student project was designed to reflect a central component of the creative process: the reciprocity of practice and theory. On several occasions, both classes met for intense and productive 'Bridge' sessions to engage in a critical reflection on students' work in progress.

FACING PAGE: Bagging America's Issues, May 2018, Bags and Posters

PROJECT STATEMENT

Bagging America's Issues

This studio project explores three major problems in the United States that are often very controversial; by making handbags and taking photographs of them in a specific scenario to get a reaction from the public about this specific issue. The first issue is opioids; they can be prescribed as pain killers for a short amount of time yet patients often end up becoming addicted to them, which leads them to take similar painkillers in the opioid family which is heroine. The second issue is gun violence, as many gun related incidents have caused much debate in regards to who was at fault and the reasons that lead to incidents. There are two silhouettes of the same model in the photographs and two bullet bags, representing the statistic that people often shoot at least two bullets when shooting at someone, to 'properly' shoot them. The third is cocaine, as many drugs are becoming more and more popular and there is a massive hidden cocaine industry in the U.S.. The three silhouettes of the same model represent the sociable side to cocaine, but because it is the same model, the loneliness found in it as well. The darkness, contrast and angles of the photographs are intentionally not exactly life-like, to further portray a sense of discomfort. By making handbags representing these issues and making fashion photographs that denounce these major issues, my aim is getting a reaction from the viewer whether it be good or bad to enable further discussion of the past, present and future of these problems.





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Fig. 72: *Papaver somniferum* L.
Papaver

Let it just be a flower!

STOP!
DON'T USE
OUR SEA
AS A
WC

and us?

NO TO RACISM!

MOSCHINO JEANS



RESEARCH

ABSTRACT

Franco Moschino and Jeremy Scott's Public Reactions in Moschino

For centuries, the fashion industry has been deemed superficial in the sense that it had only been reduced to the simple function of dressing our bodies. More recently, designers have used this massive enterprise to send certain deeper messages. In the late 20th century, Franco Moschino started his brand, Moschino, to change the fashion game in taking advantage of the fact that we all wear clothes to making it a platform for real changes in our society. Moschino is a major, high end brand that has sprouted this movement alongside Ella Schiaparelli, using fashion and a futuristic style to be informative and moving, not only fabric to cover our bodies. In 1983, Franco Moschino created Moschino as a fun brand that made people react explain. He began by mocking other haute couture brands, current events, and people's devoted consumerism. Moschino dealt with topics across sustainable fashion, protection of the environment, racism, animal cruelty and many more. The brand has since been taken over by Jeremy Scott, in 2014, who continues to tackle major current problems through the brand's seasonal lines and advertisements, such as unhealthy american diets in a 'McDonald's' lines, feminism, gender stereotypes and unachievable standards inspired by the 'Barbie Doll', and a pill collection reflecting the rising drug addiction and overdose cases in the U.S..

Because of Moschino's willingness to openly criticise controversial, touchy subjects across groups, it has triggered a had a large array of reactions. Social media has allowed the matters they deal with to have a much larger audience and hence a larger amount of reactions. In order to make global issues public, it is necessary for individuals to denounce problems in an unusual way to receive as many reactions as possible, which then causes discussion and moves the world towards change. It is becoming more and more common for designers to use fashion as a platform to denounce global issues.

FACING PAGE:

Moschino Ad Campaign, 1999

Moschino Controversial Ad Campaigns, 1998

Moschino McDonald's Inspired Collection, S/S 2014

Moschino Pill Capsule/Drug Collection, F/W, 2017

Fashion should have a transgressive nature

– Jeremy Scott



Moschino Junk Food Inspired Collection, S/S 2014
FACING PAGE: Bullet Bags, May 2018, Image





Cocaine Bag and Poster, May 2018, Bag and Poster
FACING PAGE: Prescription Pill Box, May 2018, Image



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