

Venice 2017



**PERSONAL
STRUCTURES
Open Borders**

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The Object of Desire”

Women always liked to look good, to themselves and to the others. It is an element inherent to femininity, present in any ancient or contemporary culture. Cosmetics, jewelry, clothing fashion and handbags are obvious tools in this endeavor.

The “bag” has a long history. Archeological evidence suggests that even in the most primitive of ancient societies, people have transported items of personal use in cloth or leather pouches, many times embellished with teeth or shells. As today, depending on their size and decoration, bags connoted the status, wealth and social standing of its wearers.

With the rise of the consumer culture in the last three hundred years, the handbag can be viewed as central to define one’s identity. They become the medium through which we create ourselves and understand other people. A bag reveals its importance as a sign of one’s social status, gender, class position and place in society.

The target of the consumer culture is to have any woman willing to show (to flaunt) the latest, the finest and the more exclusive handbag possible. Handbags were and are more than ever not just an embellishment object, but a contemporary “star” women’s accessory, a complete status symbol, an actual “object of desire”.

The handbags shown in this installation are very primitive, as they were made with small twigs. They are like paleo-bags, cave-girl bags. In fact, I deconstructed the handbags, bringing them back to their simplest and minimalistic expression, the “common denominator” of any handbag.

However, the warm reflections of the golden patinas and the colorful sparkling handles with semi-precious stones deny the archaic appearance, introducing a ludic element and suggesting the uniqueness and luxury possible in a handbag.

I believe that the inherent contradiction between the atavistic wood-en-made handbags and their luxurious finish and ornaments will provoke the viewer to start a conversation about what is truly important in our life.

