

01~

TESTPATTERNEONIPLASTICOAT 8002

for Miss General Idea
by item idem aka Cyril Duval

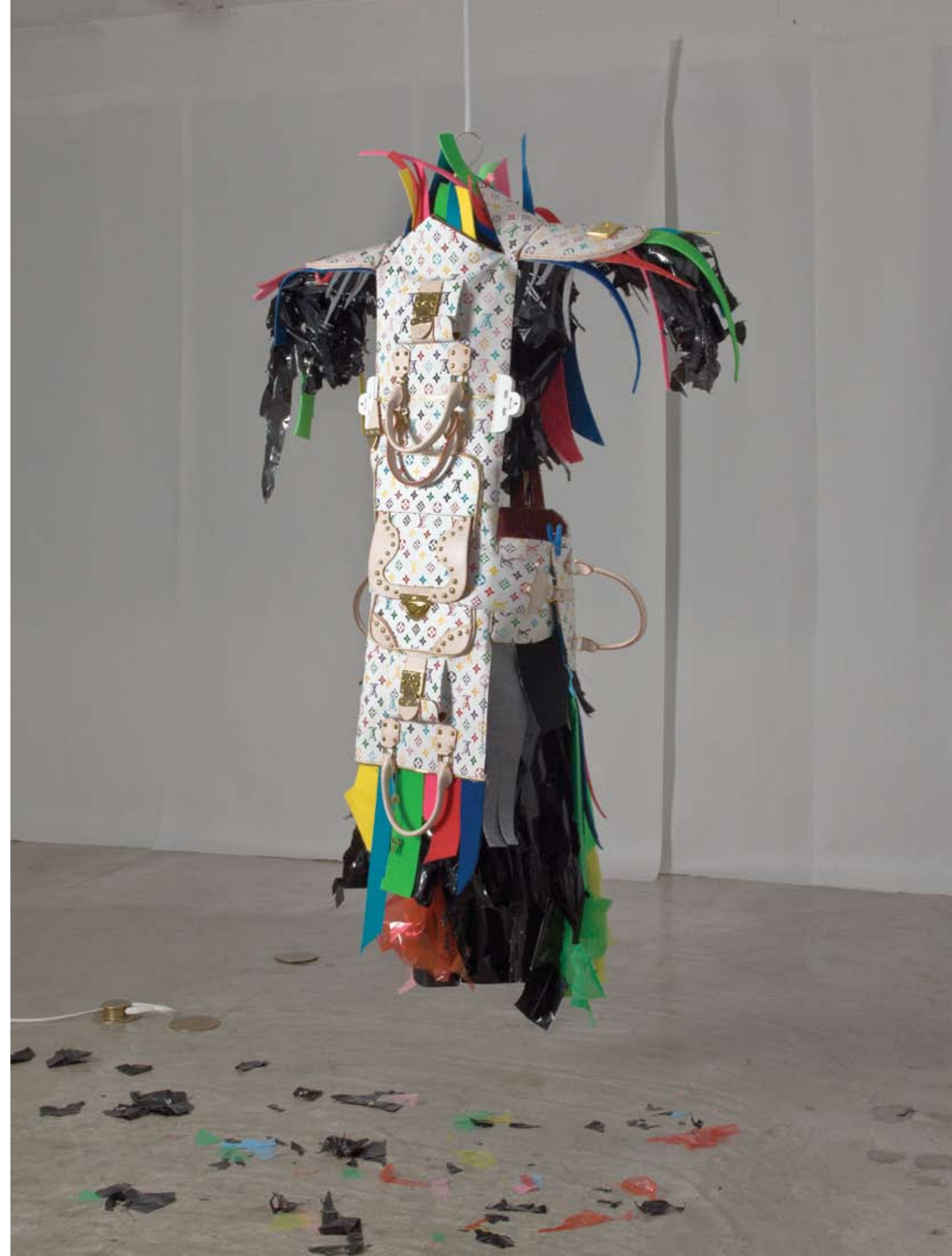
“Sublime”: probably the poetry & symbolism embedded in every little aspect of quotidian life, especially that tiny invisible gap that sits quietly in between reason & madness, beauty & ugliness.” This is how Cyril Duval aka item idem describes what it is that he aims for in his work, which ranges modestly speaking, between art, fashion and design.

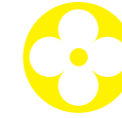
A native of Paris with a background in fine art, he has lived in Tokyo for the past four years, where he landed by chance when selected as Project Manager for the ‘colette meets Comme des Garçons’ temporary store. Once described as a prolific wizzkid, he has been wizzing around the globe collaborating

with the likes of Michel Gaubert, Terence Koh, André Saraiva, Bruce LaBruce, Colette, AA Bronson and Bernhard Willhelm. He has created store interiors for his own guerilla project ‘The Wrong Store’, done installations and design for the Celine and Bernhard Willhelm flagship stores in Tokyo; and won the ‘The Great Indoors Award 2007’. His work is about codes of popular cultures, from retail to artistic, sociological or behavioral; relocating and interpreting these codes, images, concepts and events in his own way by proposing alternative meanings and values for them.

Moving into the arenas of sculpture, one of his latest interpretations is the ‘Testpat-

terneoniplasticoat 8002 (for Miss General Idea)’, the alteration process of one product into another whereby very expensive luxury products (Louis Vuitton bags) are turned into useless sculptural experimentation. “Like that alchemist myth of the Philosopher’s Stone turning stones into gold. Except that here I am an anti- alchemist!” Duval explains that the piece gains added value and in turn becomes potentially more expensive than the original Louis Vuitton product, by someone deciding that it is.





**'I AM SOMEHOW STUBBORNLY MODERNIST,
WITH A HINT OF POST-POSTMODERNISM.'**

His first coat 'Midaspharmaccoat 8002 (for Joseph Beuys)' made of gold Louis Vuitton bags and Comme des Garçons synthetic tar, was presented at the John Connelly Presents gallery in New York City as part of 'AA Bronson's School for Young Shamans' exhibition in January of this year.

This coat is a reply to the first one, adding colour and with a much more tailored design, it is made of white and coloured Louis Vuitton bags featuring Murakami patterns, burnt garbage bags and carpet. The new coat is currently on display and available for purchase at Colette Paris as part of the SWAP installation project by item idem and Andrea Crews. He says that it is not an attempt at fashion design but simply an aim to develop a pattern by unfolding deconstructed LV bags, which end up resembling a dead animal skin. Once flattened and unfolded, Duval tries to puzzle the elements together, and constructs a model pattern that can be used for clothing, furniture, or sculptural research. Ultimately, the design is of no importance in item

idem's process, and the conceptual research is somewhere else. What matters more is the alchemist process he mentioned: Destroying expensive products into trash and recomposing that trash into something much more valuable. To give weight to that concept, he refers to Damien Hirst's 'For the Love of God', the diamond skull piece acquired at an alleged \$100 million, an amount to which Hirst himself contributed to ensure market stability of his own work. In Duval's opinion, the fact that the piece failed to sell on its own only adds to the romance. Which he emphasizes as "to me, probably the most important act in contemporary art history of the 21st century so far."

On living in Japan and the influence of the highest level of retail culture in the world, he quotes artist Jenny Holzer's piece: 'USE WHAT IS DOMINANT IN A CULTURE TO CHANGE IT QUICKLY'.

When looking at 'Testpatternonioplasticoat 8002 (for Miss General Idea), a reaction to

this consumerism becomes obvious. Of what the future holds for him and what he would like to accomplish he says: "I want to be one of those images of the gutters and of the stars that we are all made of and submitted to, because I believe that somehow it is essential that all time eras get to be fully equipped with their proper self-destruction system. Civilization has never been as good as when it restarts itself again. I am somehow stubbornly modernist, with a hint of post-postmodernism."

And if that doesn't sum up what we are likely to expect from the world of item idem in the future, then I do not know what does. item idem is currently working on another sculptural element related to a clothing garment.

Watch this space!
<http://www.itemidem.com/>