

## Fashion Into Art: Seeing and Being seen in the Work of Francesco Vezzoli

Matilda Felix

One of the reasons why the art world has always tried to keep its distance from the world of Fashion is the latter's overall commercial orientation. However, it is above all the 'image' of fashion as superficial and transitory, concerned with outward appearances, that made Art and Fashion seem incompatible. An art committed to the production of 'autonomous' and 'authentic' meaning could do no less than to distance itself critically from the absence of contents in fashion. It is, however, necessary to modify this attitude, because the medial and behavioral parallels between the art market and fashion have increasingly become visible. The interactions between the two spheres are especially interesting when they occur not only on the level of formal design, but when they are constitutive of meaning. Matilda Felix, in her article, concentrates on the alleged superficialness of the world of fashion. According to her, the incessant re-enactments of outward appearances through fashion reveal - notwithstanding their contingent and transitory nature - stable and well-structured patterns. The works of the Italian artist Francesco Vezzoli show how this can be turned to productive artistic use.