

MISSCHIEFS

MISSCHIEFS BRING THE X IN WOMXN TO MILAN DURING SALONE IN A CROSSING OF ART, DESIGN AND CRAFT IN A JOINT VENTURE WITH GENTUCCA BINI



Creative space **Fabbrica Bini** hosts Swedish feminist exhibition *MISSCHIEFS* in a staging of a multilevel experience driven by womxn in the arts and design, in an international intersection of synergy between founder of the space **Gentucca Bini** and founder of *MISSCHIEFS*, **Paola Bjäringer**. The Milan event strengthens its mission as a platform in supporting selected womxn artists who disrupt the order, challenge definitions, and go against the established stream. On the occasion of *Milan Design Week (June 5-12th)* visitors are invited to immerse in a 360 sensory world of art, design, and craft, beginning from live art studios demonstrating how artists and designers work on-site to an exhibition area dedicated to collectible designs, and a live performance area.

Founded by Stockholm-born and Paris-raised curator Paola Bjäringer in 2020, *MISSCHIEFS* aims to showcase individual craftsmanship across multi-disciplines and mediums. During Salone, this will be *MISSCHIEFS*' first international viewing where Swedish and Italian womxn will dialogue in a space takeover, creating a unique voice that stands out in the design community at large. The project, from artists to collaborators, to curators, all share a common thread of embodying the punk and radical spirit of being who they are, feminist protagonists who excel at putting together irony and elegance. At the core of the event is the original *MISSCHIEFS* collection featuring Swedish womxn and non-binary designers, artists, and performers selected for the quality, audacity, and punk nature of their work – each one showcasing one collectible design object, handmade in Sweden exclusively for *MISSCHIEFS* and sold in a maximum number of three copies. In each city that *MISSCHIEFS* visits, a local womxn curator is selected to invite a womxn artist to create an artwork for the show. As such, the nomadic exhibition grows as it travels. The designers of the original Misschiefs collection are: **Anna Nordström, Farvash, Åsa Jungnelius, Anna Kraitz, Kitty Schumacher, Anita Graffman, Emma Marga Blanche, Maja Michaelsdotter, Yngvild Saeter.**

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The Milanese edition sees art and design advisor **Federica Sala** as the curator who chose Milan-based artist **Nelcya Chamszadeh-Cantoni** to join *MISSCHIEFS*' roster, with **Alisée Matta** as patron, and Gentucca Bini – the Italian ambassador of the *MISSCHIEFS* project in Milan. The all-female and non-binary collective, all mischiefs in their own right, bring their spirited visions and unique touch to the project, bringing a unique feminist voice to this year's Milan Design Week.

The venue **Fabbrica Bini** is an ex-factory from the 1930's, a versatile industrial space now spearheaded by fashion designer Gentucca Bini, a trailblazer who charted a distinguished career working with most prominent international names and founding her own eponymous brand. With a strong affinity for feminism and a go-getter spirit, Bini embodies the ethos of *MISSCHIEFS*, making her the perfect ambassador for the project. During the event, her archival work will be on display where visitors can discover her signature jumpsuit and Pussy bag, while the fashion designer will also be presenting a new project. Fabbrica Bini is a rebellious space just like the founder herself, a design and creation atelier meet presentation space where part of her archive is available for students of fashion and design schools for research.

Nelcya Chamszadeh's work interprets *MISSCHIEFS*'s punk spirit dwelling into the passion and obsession of an artist who, before revealing her art to the outside world, painstakingly worked and reworked the themes dear to her in the isolation of her home. Titled *Pleased To Meet You*, it explores aspects of contemporary society including consumerism and religion and, more importantly, her parody and critique of femininity and its many cliches. For this edition of *MISSCHIEFS*, Nelcya combines function, design and art in a self-portrait laying bare aspects of her life—sexuality, creativity, the tumultuous path of IVF, sickness, menopause - where the stereotypical aesthetics of a pink female universe is turned into an ode to life and the breaking of all-too-persistent taboos about women's bodies. *"The womb is for me the universal representation of life. Life that would therefore be impossible without the woman. It amused me to make a self-portrait out of it. The viewer is invited to look inside, while at the same time looking at himself in the mirror. In short, a game of voyeurism and intimacy.... a real Mischiefs project!"* says Nelcya.

Trailblazing the core spirit of the exhibition is the original *MISSCHIEFS* collection as inceptioned by Paola Bjäringer, featuring artists and designers **Åsa Jungnelius, Sara Szyber, Anna Kraitz, Emma Marga Blanche, Maja Michaelsdotter, Kitty Schumacher, Anita Graffman, Farvash, Yngvild Sater, Nelcya Chamzadeh, and Märta Mattsson** who are extremely excited to represent their respective identities. These international names include the outstanding tableware collection *Fine Dying* featuring 6 womxn artists and designers namely **Anna Nordström, Sara Szyber, ButchXFemme, Maria Pita Guereirro, Lotta Lampa, Isa Andersson** and performance artists **Grebnewlaw and Vera Jørgensen**, a new design project by **Ann-Sofie Back**, and **Hanna Stansvik** and **ButchXFemme** will be presenting live studio demos.

Ann-Sofie Back presents **GNILMYD KCAB** in collaboration with Mattias Dymlin, her foray into the world of design after an illustrious career in fashion. *"I was curious how my thinking translated into interior design and see it as a natural progression of me as a fashion designer. I found it very inspiring to move away from the body and into the home."* The objects include; scalp standing lampshades, trophy floor rugs and cushions. The two live art studios will feature painter **Hanna Stansvik** and designer **ButchXFemme** as muses to immerse visitors in the creative process. Stansvik, who almost always uses herself as a model in her work, developed a new project where she dissolves, and remakes bodies and identities aided by

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artificial intelligence. The painter will present several works including an exploration into video and she will also develop her AI project further through a new painting that will be completed onsite.

ButchXFemme, whose works often deals with questions of gender concepts, presented three unique chandeliers for the Fine Dying exhibition at *MISSCHIEFS* Takeover in Linnégatan. Combining reused and new materials, the resulting shapes are decorative yet raw and unapologetic. At Fabbrica Bini, she will be setting up a temporary studio to create a new chandelier exclusively for Milan Design Week 2022. Lastly, *MISSCHIEFS* will present a pop-up store with selected artist works for sale on site by **Frida Fjellman, Fanny Ollas, Vera Jörgensen, Josefin Eklund, Anna Nordström, Sara Szyber, Minna Palmqvist, Åsa Jungnelius, Märta Mattsson, Isa Andersson, and Lotta Lampa.**

MISSCHIEFS is a non-profit project funded by grants by the Swedish Arts Council and the City of Stockholm. All the proceeds from sales goes back to the artists in a continuous support of the participating network of womxn. During the Milanese event, a specially curated catalogue will be on sale with all proceeds going to **The Case For Her**, a funding collaborative in support of initiatives for Menstruation and Female Sexual Pleasure, and womxn's health.

"I was shocked by how deeply male, white, and heterosexual the Swedish design scene was, despite a highly progressive society. I knew the womxn creators were out there. They just needed space." ~ Paola Bjäringer



ABOUT MISSCHIEFS

MISSCHIEFS Takeover is a site-specific and active response to the pandemic's impact on womxn artists today, who already suffered from a lack of recognition and visibility. In August 2020, MISSCHIEFS took over a former laundry factory and started legally squatting this abandoned space in the heart of Stockholm's most exclusive and privileged neighborhood, Östermalm. Backed by a major Swedish real estate company, 600 square meters of rough space welcomed the 10 original Misschiefs, who were soon joined by many other womxn. When all museums, galleries, and exhibition spaces were closed, womxn artists were offered a ground-breaking safe and rent-free place to work, create, and meet other womxn creators, as well as show and sell their art directly to the public, without commission. Today, MISSCHIEFS is a hybrid space, both concrete and abstract. It is a space for exhibitions, showrooms, events, and live performances, a place for creation and encounters. It is a platform supporting selected womxn artists who disrupt the order, challenge definitions, and go against the established stream. It is no gallery, no museum, no design shop: it is a new provocative and unapologetic movement which honors diversity and punk at its source. It is a community of over 100 womxn creators who have shown their work at Misschiefs Stockholm, a number that keeps growing.

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ABOUT PAOLA BJÄRINGER

Born in 1980 in Stockholm and raised in Paris, Paola Bjäringer is one of those who are always ahead of their time. Her bi-cultural background, known as mellanförskap in Swedish, is what inspires her. France taught her the beauty of art and fostered her interest in design while Sweden gave her profound feminist values and a strong sense of gender equality.

Developing a great curiosity for the world and others, she also had a strong desire to cross borders and go against established streams. Paola grew up with two strong role models; her feminist mother who is the founder of the Parisian section of the Swedish Women's Education Association and Pipi Longstocking – the strongest girl in the world. She learned at a very young age that women can achieve anything, but also that the fight for equality is far from over. Only feminism could be at the very heart of Paola's life and work, first as a student and scholar, and then as a curator and entrepreneur. After graduating in sociology and gender theory in London with a research focus on women's sex toys, she deepened her exploration of design in relation to society. Fascinated by what objects have to say about us as humans and society, she collaborated with French designer Matali Crasset to design a new sex toy for women. She then opened two design galleries of collectables in Paris where she once again questioned established norms by selecting creators who challenged definitions of fine arts and handicrafts.

Her life and career have been a continuous dialogue between her two national cultures, as well as two sides of her personality; the feminist scholar and the visionary curator. With MISSCHIEFS, she takes the dialogue further breaking rules and challenging power structures while creating an international community for women which feeds off solidarity and mutual support. She created a new type of art space which is the opposite of the traditional lucrative white cube – a hub where both artistic and social categories are constantly questioned and reinvented, and where creation leads to liberation.

ABOUT NELCYA CHAMSZADEH CANTONI

Nelcya Chamszadeh is a French artist based in Milan and co-founder and CFO of CC-Tapis. With her work as an artist, after having worked within domestic walls for twenty years, she decided to open a creative laboratory where her research can take place. Within the atelier, she began to expand her work in a rebellious approach against contemporary society norms creating small objects – miniatures that are kept in containers and jars in her studio. She draws inspiration from the approach made popular by the Dadaist movement, interpreting current and relevant issues of contemporary society through a cynical and ironic lens. Death, sex, war, politics are what drive people mad while creation and artistic expression become a means of escapism from this state of depression. The titles have a fundamental role for every work, "Help!", "Uffizi", "Les Connasses", "You're fat!", guiding the viewer towards the precise emotional direction.

PLEASED TO MEET YOU

In this piece, the uterus represents life in its most universal, the life that comes from the woman, without which life would be impossible. The viewer finds a mirror in which reflect their own self, but at the same time is invited to observe, or spy, through a keyhole where one will find a self-portrait of Nelcya Chamszadeh, seen through the prism of her anxieties and fantasies. The work is a tribute to women, to their primordial role in life, to their strength, to their will, to their resilience, a declaration of love and admiration for women.

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ABOUT GENTUCCA BINI

Born in Milan in 1970, Gentucca Bini is a designer with an illustrious career that spans decades. She grew up among creatives who are legends in their own right - her grandmother Bruna Bini was a couturier with an atelier in via Montenapoleone who created the very first fashion collections with her artist friends Lucio Fontana, Enrico Baj, Arnaldo Pomodoro and Emilio Scanavino and some of the most relevant personalities from the art scene of the time. Gentucca's father, Stefano with his two brothers, was the architect who created the image of Pierre Cardin in the 70s, designing shops and buildings for the brand all around the world.

These influences greatly inspired Gentucca's professional career. After completing her studies in architecture and industrial design between Milan and Paris and a decisive experience in Pierre Cardin's atelier, Gentucca became André Léon Talley's assistant. This led to Gentucca being selected by Karl Lagerfeld to work on accessories for the Chanel Autumn 1997 couture show. This marked the beginning of a close collaboration with Lagerfeld for Chanel and many other important brands, including Ferré and Blumarine, in creating and designing accessories for their catwalks in the seasons to come. That same year, in 1997, Gentucca launched her eponymous brand and has officially shown at Milano Fashion Week since 2003. In 2006, she took the Creative Director helm for women's and mens' collections at Romeo Gigli's brand; in 2009, she became the creative director of luxury Korean brand McM. In 2011, she was the creative director of ManteroSeta. She has been collaborating with Alcantara Company as a designer for special projects since 2014, while in 2015, she launched her Uniform collection, which is distributed worldwide. Since 2017, she has been collaborating with Bitossi launching her famous Vaso Mano, while in September 2018, Gentucca took on the architect role in the building of the Milanese Alcantara company headquarters as.

Currently, she manages her own company and brand Gentucca Bini creating her own collection and special projects while collaborating with many prestigious brands to create fashion and design projects in her new Milanese headquarters, FABBRICA BINI, a 1930s factory turned district for design and research.

DATES/TIMES

PRESS/PRIVATE PREVIEW

Sunday, June 5th | 10:00 – 19:00

OPEN TO THE PUBLIC

Monday, June 6th – Sunday, June 12th | 10:00 – 19:00

LOCATION

Fabbrica Bini – V.le G. da Cermenate, 18- 20141 Milano

**Metro Stop M2 – Green Line: Famagosta | Tramway #3 (stop: Via Meda/V.le D.da Cermemate)*