

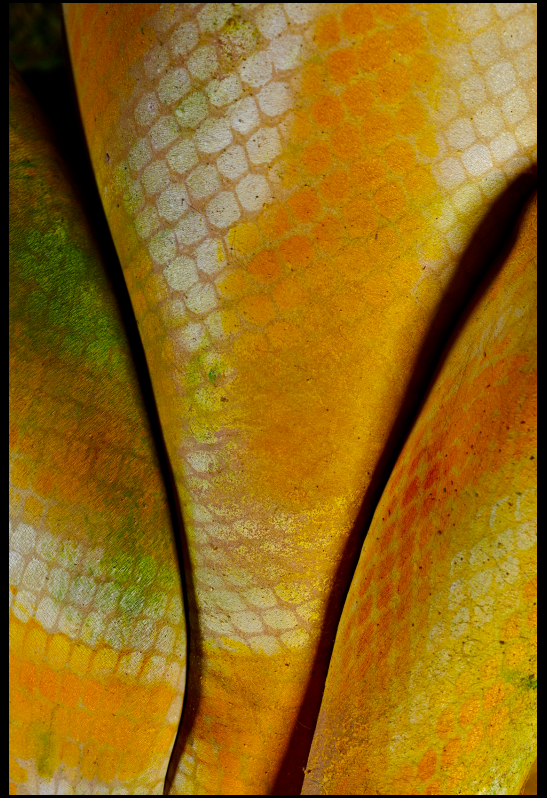
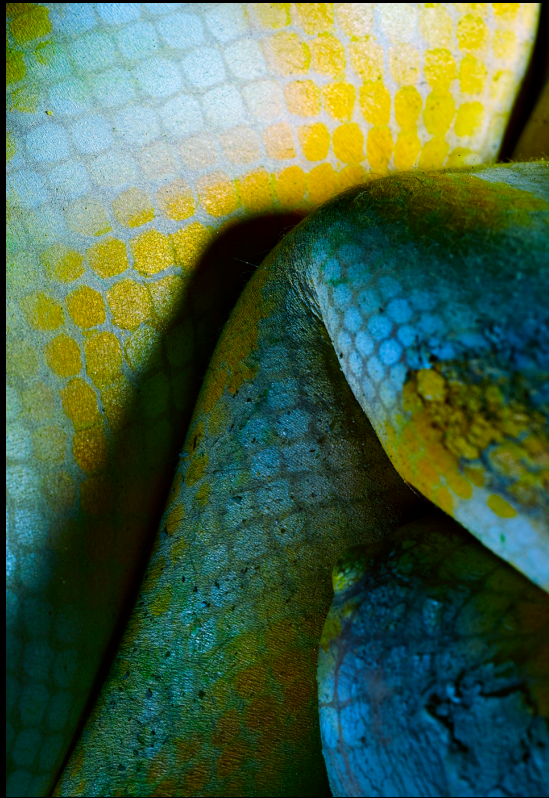
M E T A M O R P H O S I S

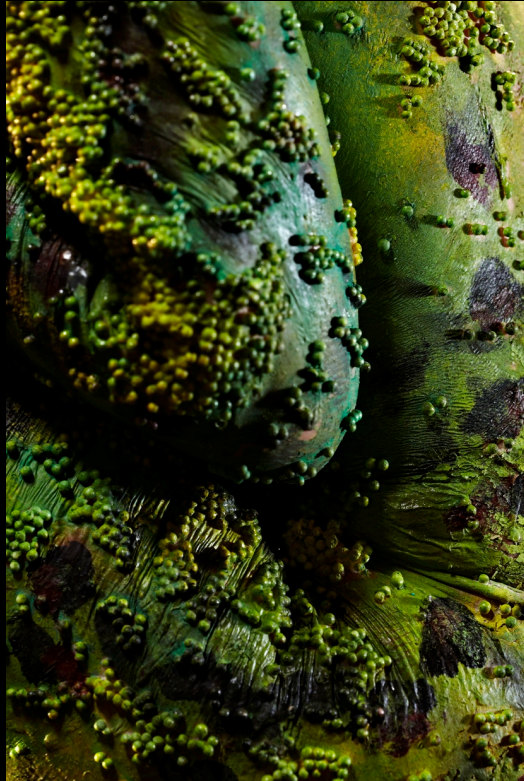
WHO AM I? I'M AN ARTIST WORKING
IN THE BRAZILIAN FASHION
INDUSTRY FOR 10 YEARS. WHAT I'VE
COME TO REALIZE FROM ALL THAT
I'VE OBSERVED AND FROM THE MANY
ANGLES OF THE COMPANIES I'VE
WORKED FOR IS THAT FASHION –
ESPECIALLY BRAZILIAN FASHION – IS
A L L A B O U T S K I N .

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METAMORPHOSIS IN BIOLOGY IS A
CHANGE IN FORM AND STRUCTURE OF
THE BODY. CLOTHES TOO ARE A KIND OF
SECOND SKIN, A CHOSEN
METAMORPHOSIS TO REPRESENT
BELONGING IN A CERTAIN GROUP OR
EXPRESSION OF ONE'S IMAGINED
IDENTITY

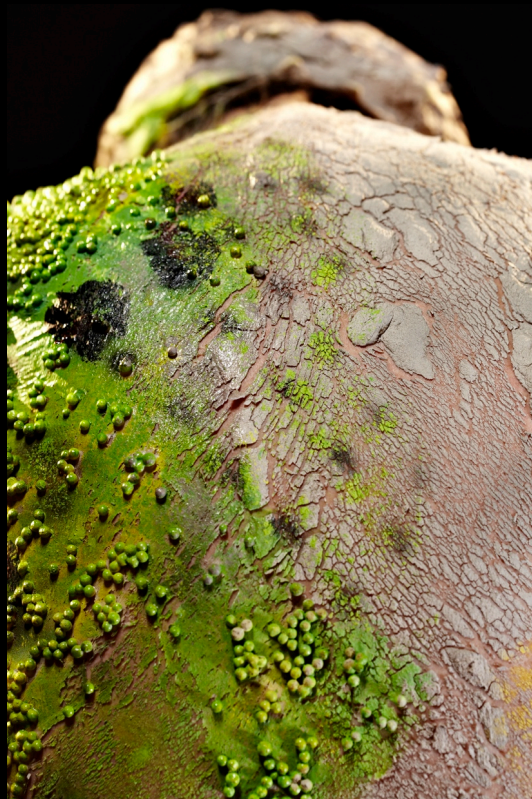
HERE IN BRAZIL, WE TEND TO SHOW
OFF THE BODY WITH SHORT DRESSES
AND PLUNGING NECKLINES, OFTEN
IN VERY LITERAL SECOND SKINS
BORROWED FROM THE PATTERNS OF
THE ANIMALS AROUND US. SEXY IS A
MUST FOR MOST OF BRAZILIAN
FASHION AND NATURE GUIDES MUCH
OF OUR STYLE ICONOGRAPHY. .





THIS PROJECT PROPOSES A REFLECTION ON THREE "DISEASES" OF MODERN SOCIETY: ITS MASSIFICATION; THE RESULTING DISSOCIATION OF THE CONSEQUENCES OF HUMAN ACTS; AND FINALLY, AN INCREASING OBSESSION WITH OUR APPEARANCES. BUT IT IS ALSO ABOUT THE CAPACITY FOR US TO RECONSIDER THEIR SYMPTOMS AND TO POTENTIALLY ALTER THEIR PROGNOSIS, ULTIMATELY STEERING THE WORLD'S METAMORPHOSIS IN OTHER DIRECTIONS.

WHAT WE REVEAL IS AS IMPORTANT AS
WHAT WE CONCEAL



IT IS REMINDER OF ANOTHER COLD FACT:
HOW BRAZIL IN PARTICULAR DEALS WITH
THESE "DISEASES" WILL HAVE AN EFFECT
ON THE ENTIRE WORLD.



M A K E - U P I S A B O U T F U R T H E R
T R A N S F O R M A T I O N . T O P R E S E N T M Y S E L F A S
T H E " M O D E L " I N T H I S P R O J E C T W A S T O F E E L
T H E M A G I C O F M E T A M O R P H O S I S . F I V E L O N G
H O U R S O F T H E M A K E - U P P R O C E S S , T U R N I N G
M Y B O D Y I N T O P I E C E S O F N A T U R E . I N T O
S N A K E , S H E L L , F R O G , P L A N T , M U D A N D
S T O N E .



METAMORPHOSIS: THE 3 MAIN DISEASES...

BEING THE LARGEST ORGAN IN THE HUMAN BODY, THE SKIN REFLECTS
OUR INNER ANATOMY AND ALSO DRESSES IT UP. HERE, I AM DRESSED -
OR RATHER COVERED - WITH THE SKINS OF NATURE. THESE IMAGES AIM TO
PROVOKE A REFLECTION ON THE CHANGES THAT WE INFLICT ON
OURSELVES THROUGH WHAT WE IMPOSE ON NATURE. THE BODY, AFTER
ALL, ABSORBS NATURE AND ALSO EXPELS IT BEFORE NATURE RECLAIMS IT.

M E T A M O R P H O S I S .



OUR PHYSICAL AND INTELLECTUAL STRENGTHS WERE RAPIDLY APPLIED TO ENGINEERING WHILE THEIR IMMEDIATE AND LASTING EFFECTS WERE STILL UNKNOWN. MAN HAS BECOME MORE THAN AN ANIMAL, TRANSFORMING LANDSCAPES, PROCESSES AND MOST NOTABLY EVEN HIMSELF. IN THE ROLE OF THINKING-AGENT, HOMO-SAPIENS BECAME THE ENGINE OF THE JOURNEY AND "CATECHISM" OF THE PLANET. BEFORE MANKIND WAS FRAGILE; TODAY HE IS PREDATOR.

THE INDUSTRIAL REVOLUTION BROUGHT AUTOMATION, MEN WERE THEN SCALED TO PRODUCE DEHUMANISED OBJECTS INTO PERFECT, IDENTICAL FORMS WITH RECORDED SERIAL NUMBERS. THE POPULATION GREW, THE BOUNDARIES DIMINISHED AND WE BECAME CONNECTING WITH THE REMOTE. A WORLD APART AND SEPARATED. WHERE CONSEQUENCES MAY NOT BE PREDICTABLE OR PROFITABLE. IN ORDER TO BELONG, MANKIND ACQUIRES HIS STATUS BY OBJECTS, AND DISSOCIATES HIMSELF FROM THE GUILT OF EVENTS THAT ARE NOT IMMEDIATELY IN FRONT OF HIS EYES. MODERN MAN IS SLAVE TO HIS OWN TECHNIQUES AND NEEDS, AN ECONOMIC HOSTAGE CREATED BY THE SYSTEM THAT HE HIMSELF CREATED

MAN BROKE THE CYCLE OF NATURE, WHERE STRENGTH AND TRANSFORMATION HAD THEIR LIMITS – ACTING INSTEAD FOR THE BENEFIT OF THE INDIVIDUAL OR FOR THAT OF A SMALL GROUP. THE INDIVIDUAL NOW SENSES THAT THE CHAIN IS BROKEN. HAVE WE ONCE AGAIN BECOME MERE TOADS? BUT WORKING AS AMPHIBIANS USING THE VERY THERMOMETERS OF THE ENVIRONMENT? CAN YOU HEAR THE MUTE ANGER AND FEEL THE MUTE HOPE? ALL SCREAMING OUT IN UNISON FOR OUR ATTENTION ?





P R O J E C T P A R T I C I P A N T S :

ALESSANDRA AZAMBUJA – CREATIVE DIRECTOR, EXECUTIVE PRODUCER & MODEL

B E T O F R A N Ç A – M A K E - U P A R T I S T

P A U L O R I S I – P H O T O G R A P H E R

W I L S O N A G U I A R - C H O R E O G R A P H E R