

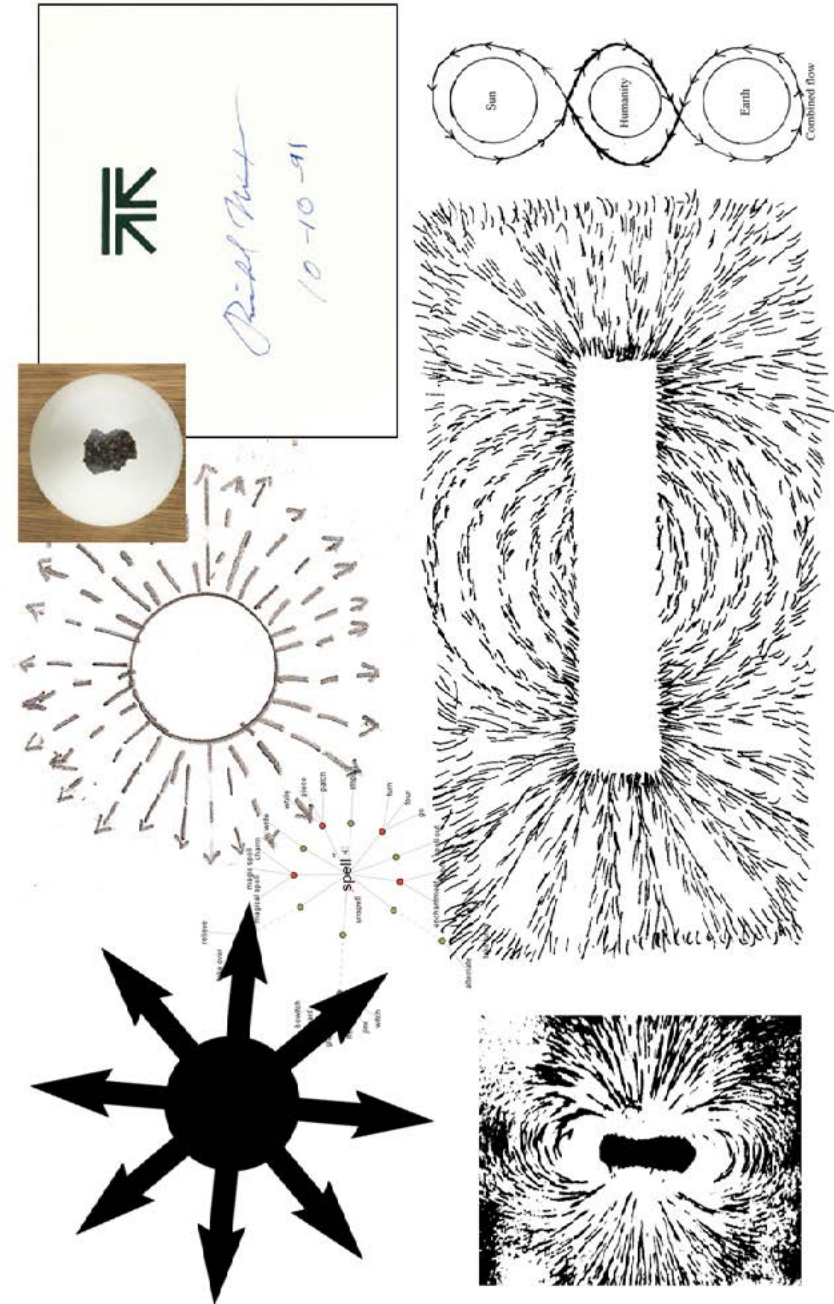
SPELLS

*Form of expression for the style and custom prevalent at the given time.
Spells are patterns of motion used to express belonging and identity.
A sustainable fashion concept where movements replace clothes as a sign of the times.
A way of shifting the question of "how does it look?" to "what does it do?"
A serious aim at making people discover their bodies once again, within the public space.*

SPELLS was initiated in 2009 by Erik Annerborn, then fashion student at Beckmans College of Design in Stockholm. Together with choreographic artist Ingrid Cogne and visual artist / physiotherapist Hedda Viå he developed the concept in between choreography and fashion design. Over the course of three years Annerborn, Cogne and Viå developed the concept through film, graphics, exhibitions and performances.

The effect of SPELLS can have many different forms, and does also have a variety of consequences for the context they are being placed into. Its goals are to dematerialize parts of the fashion system, disrupt the current (devastating) industrial production, supply the public with alternative forms of expressions for a post-material age, and enhance the presence of emancipated bodies in public space.

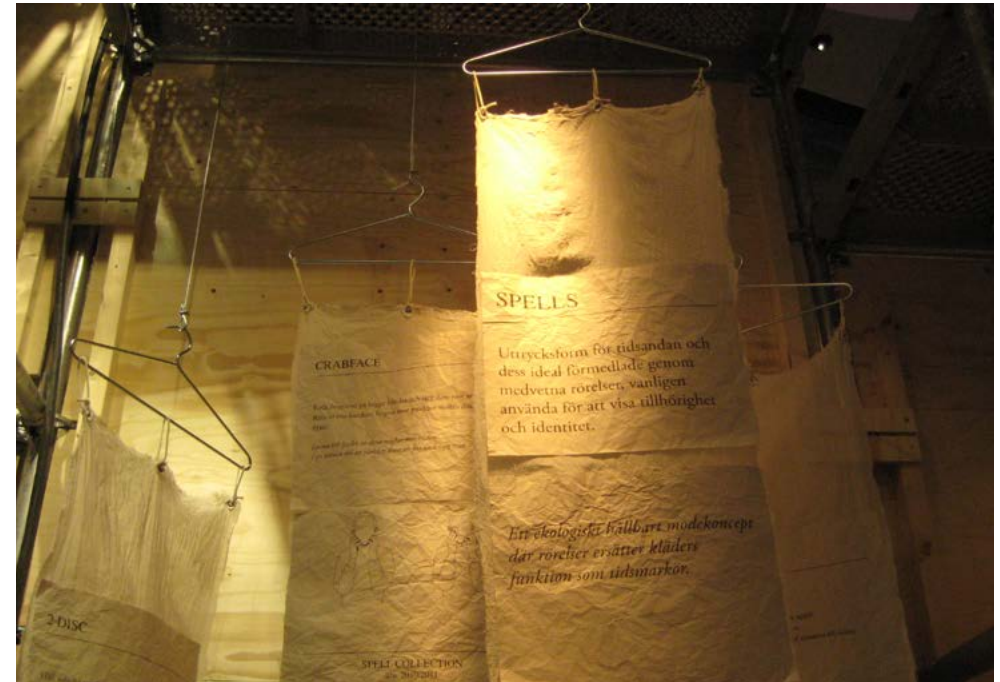
Their concept in itself is highly original. It has a serious impact as we approach fashion as an activity where gestures replace (take over and push away) clothes as a fashion expression. It is an innovative concept that aims at disrupting existing notions of production and that challenges industry norms.



Collection 0 (2009)

Collection 0 was the first iteration of SPELLS. It was showcased as part of the fashion project In a Perfect World, organized by Beckmans College of Design in collaboration with PUB department store in central Stockholm, situated at the heart of shopping. Erik Annerborn, Ingrid Cogne and Hedda Viå spent time inside the department store to see how bodies moved within commercial spaces, and the rituals of consumption.

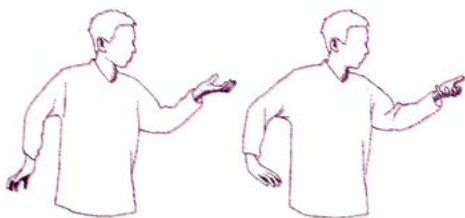
After a thorough research on body language and the individual in the public space, eight movements emerged as entities for redefining oneself within that space. Collection 0 was embodied as a series of printed instructions alongside a video directed by Philippe Tempelman and Christian Zubicky.



2 DISC

Keep your shoulders parallel to hips and feet.
Put one hand forth with the palm facing up.
At the same time, put the other hand back with the palm facing down.
Curl your fingers around invisible discs.
Twist them back and forth, twice.

A cascade of colored tubes sets it all off, in a new direction.



SPELL COLLECTION A/W 10/11

ERIK ANNERBORN - INGRID COGNE - HEDDA VIÅ - 2009

CRABFACE

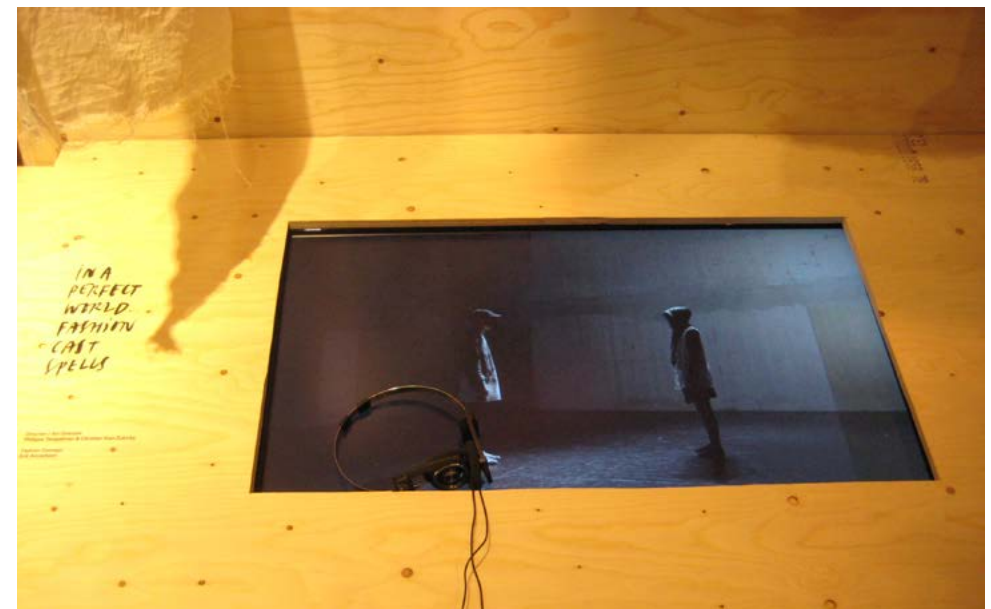
Curl your fingers and place them on your jaw.
Straighten the fingers on one hand, towards a point between your eyes.
Hard.

Listen to the sound of the nails on your skin.
Somewhere else there's a festival beneath a tree.



SPELL COLLECTION A/W 10/11

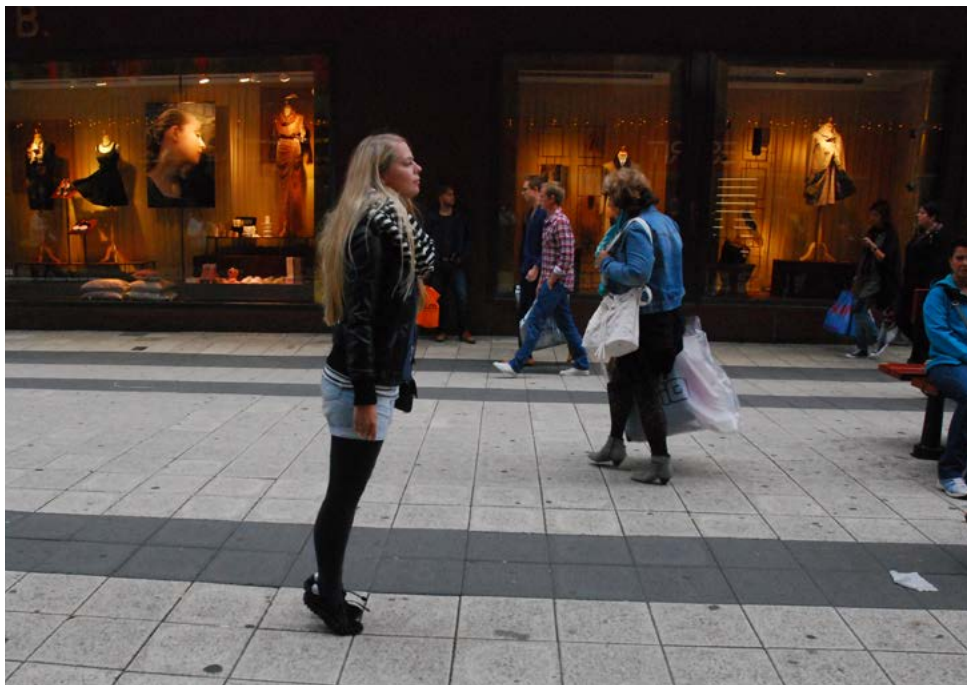
ERIK ANNERBORN - INGRID COGNE - HEDDA VIÅ - 2009



Video: Fashion Cast Spells. Click on image to view on vimeo.com

Vattenfall (2010)

Vattenfall was a performance in public space organized within the Fashionplay festival in Stockholm, where selected artists and designers challenged the norms and tradition that made up the field at the time. SPELLS organized a durational piece located at the city's busiest shopping street, planting SPELLS in the cityscape with volunteers "disguised" as flaneurs. The intervention created a scenario in which the replacement of clothes already has begun. The result was an insert, a virus-like alteration of the regular rhythm of signs and people within the public space. Just like fashion, its subtle codes communicated through crowds, allowing for sameness and separation without words.



The Surface Collection (2011)

The Surface Collection was exhibited at Galleri Mejan, a showroom part of the Royal Institute of Art (RIA) in Stockholm. After presenting in a retail context (Collection 0) and in public space (Vattenfall) SPELLS was placed in an art context. The exhibition consisted of printed instructions and projected symbols that corresponded with the gestures featured in the new collection. For this collection SPELLS collaborated with graphic designer Nicole Kärnell, exploring typography and graphic design as methods of communicating body language.

The Surface Collection focused on the relation fashion-arts-sciences. The Surface Collection is a minimalist collection of 3 pieces. Each piece, Occiput, Rheum, or Titin invited the visitor - be it fashion consumer, art enthusiast, or sciences addict - to combine the knowledge called by the title of each piece, the impact of the instruction on one body, to the projection activated by the representative logo, in one own interpretation of the piece: fashion is about you and the ways in which you use it.

Occiput, Titin and Rheum allude to different body levels from macro to micro. With the title The Surface Collection, SPELLS aimed to bring to surface the inside out aspect of the relation between body and fashion.

Could immaterial fashion be as primordial and crucial as body elements?

