

Conversation inbetween measuring and territorializing the baskets

A: ...ah, by the way,...when did you start working for best company?

B: I came back from another performance in Europe early October...as always there was the...uh...expectation that there would be something to...sell...in the show.

C: ...so you invented the name, the label and the strategy of a product?

B: maybe the creative formula...a product that could give a precise response to an audience with expectations as precise. something that didn't jet exist in the panorama of casual...

A: like the...Casual Agressive?

B: for the show, yes. I wanna make a show and i wanna work with what people want. Like sex, bodies, moving around... Its basic i think.

C: So why sweatshirts?

A: Don't you see? Because it a basic piece of clothing! Timeless, multifunctional and healthy in its rapport to the human body!

C: I see...

B: ...and the motives are full of fantasy. Don't you think the illustrations would take the people into an imaginative journey?

C: hm..

B: listen...each sweatshirt tells a story. The ones that wear it, just like us right know, could dream ot beeing IN that story. the pleasure of belonging to a group that happened to be the best. With themes the most suggestive...say,...like the surf on the coast of california, golfing in st. andrews or the regatta in newport...

A: ...yeah...like raiding the bins! Getting a van taking shit from yards! What do you think?

C: ...in my imagination i have a whole school at my disposal! Wood and metal shops and what ever!...

B: so you see.. being casual can be very aggressive! Its a thing tough! and it shows its tough, you know?

C: I don't know...

A: ...but...how does it show its tough? And what does that mean? What is strength and what for? ...How could i socialize strength, and how is it not authoritarian?

B: Really? Don't you see it?...By beeing monumental without all this potent macho shit!

C:...you mean a somehow weak and fragile monumentality?

B: Yes! A Monument of Weakness!