

# MaxMara



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Kerstin Brätsch | UNITED BROTHERS







German artist Kerstin Brätsch and the collective UNITED BROTHERS have conceived a unique adventure around sunglasses; an adventure that turns into an exploration, into an imaginary sci-fi journey. Glasses become an artifact that is uncovered, coming to light in an ever-changing, bubbling, boiling natural landscape. As in a primeval tale or myth, the glasses and the volcano are the characters in a story that is ancient yet contemporary at the same time. A tale told by remote, mysterious civilizations whose people look to the past and to the future, seeing the world through the lens of their glasses, worn as a magic, sacred object. Kerstin Brätsch and the UNITED BROTHERS turn a common, everyday accessory like a pair of sunglasses into a filter, a screen through which reality appears as a vital force, full of energy and ever-evolving, erupting like the lava of a volcano. The artists lead us on a journey to a different, wonderful dimension, where we can have a taste of light, air and the sky, as if they were the ingredients of a recipe that feeds our imagination.



The MM KB/UB sunglasses, available in a limited edition of only 1000 pieces and created in collaboration with contemporary German artist Kerstin Brätsch and the collective UNITED BROTHERS, stand out with their essential, geometric lines.

The 1990s-inspired front flaunts a unique flat top and an oversized rimless lens enlivened by an interplay of contrasting colors between the silver mirrored upper part of the lens and the solid grey lower part, for a strong visual impact.

The soft rubber temples feature a natural stone coating that recalls volcanic rocks, the inspiration behind the sunglasses.

The Prism detail – a signature element of the brand's eyewear collections and a symbol of the Max Mara woman – is presented, for the first time ever, with a crude, coarse finish and adorns both sides of the glasses.

The inner profile of the right temple is enhanced by a thin lava red line, evoking volcanoes and nature, the two sources of creative inspiration for this truly unique project.

This style features precious materials such as natural stone. Any kind of aesthetic alterations due to the use of your personal pair are to be considered evolutions that make it even more unique.






Kerstin Brätsch is a German born artist currently living and working in NYC, mainly as a painter. Her gregarious practice moves fluidly between mediums and between individual and collective practice. Her approach expands through collaborations, among others with Adele Röder as the collective DAS INSTITUT since 2007, with Debo Eilers as KAYA since 2010 and with UNITED BROTHERS since the nuclear disaster in Fukushima in March 2011. Her works were shown at various international institutions such as Whitney Museum NYC, MoMA NYC, Serpentine, London and the 54th Venice Biennale among others. In 2017 she received the Edvard Munch Award.

UNITED BROTHERS is a collaboration between New York based Japanese artist Ei Arakawa, and his brother Tomoo Arakawa who lives in Iwaki, Fukushima, Japan. They have been producing a platform for contemporary artists to engage with and critique of radiation and nuclear energy in post-Fukushima era. Their previous performances and exhibitions include: The Art Institute of Chicago, USA; MoMA PS1, NY, USA; Museum Brandhorst, Munich, Germany.

UNITED BROTHERS and Kerstin Brätsch' s collaboration refers to natural and artificial light and abstract anxiety. Kerstin Brätsch has visited Fukushima and organized several performances with the fascination of energy politics in Japan.



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