March 2013.
Synonymous of Italian style and renowned worldwide for the quality of its materials, its elegant design and its strong emotional appeal, Persol presents the new advertising campaign: Atelier Persol.

Over the years, Persol has really encouraged the viewer to reflect on the relationship among the act of creation, time, and art, strengthening its bond with art in its broader sense and always involving artists who shared a deep passion for manufacturing excellence and worked with patience and dedication.

Last November, a splendid 15th century manor was rented in the Tuscan hills of Florence where a creative theme was assigned to eight sumptuous suites which artists were invited to let themselves loose in.

A timeless suspended place, a shell where all creative energies gathered together, where the artists’ experience could fuse beyond boundaries in one inspiring experiment. Eight pioneers from different fields of art have been called to cope with a new artistic challenge: to reinterpret a value from the creative process of a pair of Persol according to their style, their sensitivity and their beliefs.

Exploring unchartered waters, Persol new communication campaign was born of genuine passion for art and its creators. The communication campaign is the outcome of a avant-garde, stimulating and intriguing collaboration among creative minds, gifted people, imaginative souls, real talents with personal dreams who opened up to the unknown. As an integrated community, each work of art was presented, shared and commented with other artists in a natural and spontaneous process of exchanging ideas and experience.

Selected by curator Jerome Sans (Creative Director and Editor in Chief of L’Officiel Art; cofounder and director from 1999 to 2006 of Palais de Tokyo), each artist was given free rein to interpret one of the production steps assigned to their room.

VANINA SORRENTI - INSPIRATION
KOLKOZ – SHAPES & DESIGN
SEBASTIEN TELLIER – STRUCTURE IS STRENGTH
ROBERT MONTGOMERY – BEAUTY IS IN THE DETAILS
FUTURA – A REFINING TOUCH
FABIO NOVEMBRE – INNATE HARMONY
RANDOM INTERNATIONAL - POLISHED PRECISION
MATHILDE MONNIER – METICULOUS PERFECTION
To document the unique experiment, two additional artists worked behind the scenes of the campaign: British born photographer and storyteller Tom Craig and film maker Chiara Clemente. The results of the experiment are beautifully peculiar black and white photographs and films telling the story of creativity from eight very different artists’ perspectives.

Chiara Clemente directed eight short films featuring each artist, exploring creativity through the artist’s process and inspirations. A trailer was also created to build anticipation around Atelier Persol. Furthermore, the story of Atelier Persol will live through a 15 minute film delving deeper into the experiment that will be shown at Italian and international art festivals.

Atelier Persol will be rolled out starting from April 2013 throughout a photographic and video communication campaign witnessing the eight days of the creative process of a pair of Persol.

ATELIER PERSOL CREDITS

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Title: Atelier Persol
Shoot Date: 5th-11th November 2012
Location: Hotel Il Salvatino - Via del Salvatino, 21 - 50137 Fiesole Firenze
Photography: Tom Craig
Talent: Vanina Sorrenti, Kolkoz, Sébastien Tellier, Robert Montgomery, Futura 2000, Fabio Novembre, Random, Mathilde Monnier
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Luxottica Group S.p.A.

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