Art in process

A work of Persol

The book dedicated to the “A Work of Persol” project


Authentic beauty can be found in the project and the process that transforms materials into work. Before the final touch that renders a “work”, beauty is in fact held in the invisible levels of reflection and passion that hide beneath the surface of the final object - from the choice of materials to the precision in the production - that have preceded it and made it possible.

A constant that is as true of a work of art as it is for a unique quality and exclusive item to wear, the result of a conscious path of merging handcrafted and contemporary qualities.

This volume is dedicated to the “A Work of Persol” project that has involved 17 internationally-acclaimed artists throughout the creative process of 17 works of art especially for Persol, shown to the public in the presence of the artists at Art Basel 2010. Persol is the eighteenth and final artist, creator of works of art and of craftsmanship through its glasses.

From the concept to the finished product, each step of the artists’ creative process is documented in this book through interviews and photographs, linked in an original and personal way by Harriet Russell’s drawings that provide a visual illustration of the design connection between the Persol philosophy and artistic creation. The rich repertoire of writings and snapshots that provides a close-up of each artist thereby becomes a kind of story told through images of the entire project, underlining the close relationship between art “work” and the production process that creates each pair of Persol glasses with the same care and precision.

The “A Work of Persol” project is introduced in the Art in Process volume. A Work of Persol gives a presentation of Achille Bonito Oliva. The volume also includes an additional insert, a catalogue of the artists and works of art of the project.

Art in Process. A Work of Persol once again proposes itself as a new key to interpreting the connection that joins the 17 artists and Persol, enriched with drawings by British illustrator Harriet Russell. Edizioni Corraini is an editorial research and experimentation workshop open to Italian and foreign artists, illustrators and designers. A place to create books as well as art and design projects. A perfect partner that knows how to interpret the spirit of the A Work of Persol project, bringing to life the volume “Art in process. A work of Persol”.

The 2009 artists are: Jonathan Jones (Australia), Modou Dieng (Senegal), Thukral & Tagra (India), Marcella Vanzo (Italy), Fefè Talavera (Brazil), Danwen Xing (China), Elliott Hundley (United States), Tjorg Douglas Beer (Germany), Francesca Gabbiani (Canada).

Completing the list in 2010: Anne Hardy (England), Claire Healy and Sean Cordeiro (Australia), Mustafa Hulusi (England), Seher Shah (Pakistan), Amanda Ross-Ho (United States), Guillaume Leblon (France), Wilfrid Almendra (France), Francesco Cuomo (Italy).

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