



GETTING MINES OUT OF THE GROUND, FOR GOOD.

## CLARKS PRESENTS 'CLARKS: REBOOTED' AT SALONE DEL MOBILE IN APRIL

MILAN, 14-19 APRIL 2015  
VIA ALFREDO CAPPELLINI 16  
(SAN GREGORIO DOCET DESIGN DISTRICT)



FRANK BOWLING



LEE BROOM



THOMAS J PRICE



TOOGOOD



BOB & ROBERTA SMITH



ALEXANDRA LLEWELLYN



ADAM DANT



AMY STEPHENS



ADAM BALL



RENE GONZALEZ



RICHARD CALDICOTT



KACPER HAMILTON



GORDON CHEUNG



MARC QUINN



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Clarks.

*'Clarks: Rebooted' introduces 14 Limited Edition Clarks Desert Boot styles*

*Photo Credit: @Clarks*

**LONDON, MARCH 2015** – Global British brand Clarks brings 'Clarks: Rebooted' to Milan during Salone Internazionale del Mobile, a touring exhibition of British artists and designers in partnership with landmine removal charity, The HALO Trust, to celebrate 65 years of the iconic Clarks Desert Boot.

Clarks will take over a space on Via Alfredo Cappellini within Milan's new design district of San Gregorio Docet to present unique interpretations of the Clarks Desert Boot and corresponding unique works of art by 14 UK-based artists and designers from a broad range of creative disciplines.

The Milan exhibition will highlight the works of the participating designers. These include Alexandra Llewellyn, Amy Stephens, Kacper Hamilton, Lee Broom and TOOGOOD, all of whom were selected by independent art consultant Filippo Tattoni-Marcozzi to work outside their usual media and create one-off pieces freely re-interpreting the brand's iconic footwear and inspired by the work of The HALO Trust, in addition to designing their limited edition style Desert Boot to be available at <http://clarksrebooted.com>.



*Mods and Rockers by Lee Broom*  
Photo Credit: © Lee Broom



*The Shepherd by TOOGOOD*  
Photo Credit: © TOOGOOD



*Desert Fulgor by Amy Stephens*  
Photo Credit: ©Amy Stephens



*Mass of Time by Kacper Hamilton*  
Photo Credit: © Kacper Hamilton



*Lucky 6 by Alexandra Llewellyn*  
Photo Credit: © Alexandra Llewellyn

**Filippo Tattoni-Marcozzi, Curator comments:** *"The designers I have chosen are from very different creative disciplines which is what makes Clarks: Rebooted so interesting. There's such a variety of creativity across this exhibition. We purposefully included designers since they add a three dimensional element to the project with their unique works".*

Clarks: Rebooted will consist of a customized installation of prototypes of each limited edition shoe and the corresponding unique work, from paintings to sculptures, from furniture to fashion, set against a

backdrop of coloured wall panels inspired by the palette of Henry Moore. The exhibition concept has been designed by London based Creative Directors 'Campbell + Rey'.

Following the exhibition in Milan, Clarks: Rebooted will continue its global tour with an installation in New York during Frieze and ICFF (May) and end in the capital city of the home country of Clarks in September for London's 'cultural period' – London Fashion Week, London Design Festival and Frieze London. The tour will culminate with an auction of the unique works of art in late Autumn 2015.

The global partnership will see Clarks pay 5% of the RRP of each pair of limited edition Desert Boots, which equates to £10 per pair, to The HALO Trust (registered charity number 1001813) and the profits from a special fundraising auction in Autumn 2015 of artwork commissioned by Clarks will be donated for the benefit of The HALO Trust. The auction will be powered by online auction house 'Paddle8'.

**-ENDS-**

### **Notes To Editors**

#clarksrebooted

<http://www.clarksrebooted.com>

<http://www.halotrust.org>

The HALO Trust is a company limited by guaranteed registered in England and Wales (company number 02228587) and a registered charity (charity numbers 1001813 and SC037870), with registered office 50 Broadway, London SW1H 0BL, UK.

A fee has been paid by Clarks to The HALO Trust's wholly owned subsidiary for the use of The HALO Trust's logo.

### **The full roster of artists and designers:**

Adam Ball  
Adam Dant  
Alexandra Llewellyn  
Amy Stephens  
Bob and Roberta Smith  
Frank Bowling  
Gordon Cheung  
Kacper Hamilton  
Lee Broom  
Marc Quinn  
Rene Gonzalez  
Richard Caldicott  
Thomas J. Price  
TOOGOOD

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**About the exhibition**

Clarks: Rebooted

Via Alfredo Capellini 16, 20124 MILANO, Italy

San Gregorio Docet District of Milan – near Brera and Central Station

**About C&J Clark Limited**

C&J Clark Limited, owners of the Clarks brand, the privately held footwear business, was founded in Street, Somerset in the UK by the Clark family in 1825. Still based in Street, the Clarks Group designs, develops and sells a wide range of footwear and accessories for men, women and children. The Clarks brand is renowned worldwide for quality and style with comfort.

The Clarks Group has built on its success as the leading shoe company in the UK to become a £1.5 billion global business operating retail, wholesale, franchise and online channels in over 100 markets worldwide.

**About The HALO Trust**

The HALO Trust is a charity that specializes in the removal of the deadly debris of war. We clear landmines, cluster bombs and other explosives from war-torn countries so that some of the world's most vulnerable people can return home, plant their crops and raise their families in safety. Founded in Afghanistan in 1988, we are the world's oldest and largest humanitarian mine-clearance organization currently employing over 7,500 national staff in 17 countries and territories around the world. We have a simple mission, 'getting mines off the ground, for good,' and as leaders in the mine action community we have found and destroyed over 12.5 million landmines and other explosive remnants of war. HALO is at the forefront of development, as our work not only saves lives but is often prerequisite to any post-conflict reconstruction. We invest in local leadership, keeping the mine-affected communities integral to the process and providing employment in areas where there are few opportunities.