



FLUIDITY IS THE WAY TO LIFE (FITWTL) – BROOCH*

THIRD PRIZE WINNER AT VENICE DESIGN WEEK

TALKING ABOUT WATER: FLUIDITY, MOVEMENT, TRANSPARENCY, LIFE
OCTOBER 2017 - VENICE

The Concept

FITWTL is a brooch for **every occasion**, designed for women that wear jewels with every dress and **are not interested in stones or materials, but rather on the concept that inspired the object.**

Starting by a 2017-2018 trends research, I have chosen a round brooch. It is easy to find, in jewellery and accessories, round shaped details of different dimensions. Moreover, brooches have never been so trendy and versatile as they are at the moment. Stylish in the past, brooches are fundamental vintage objects that represent a sense of nostalgia.

As for the colour, a right combination of **black & blue, inspired by the ocean and the sea** and in line with Fall / Winter 2017-2018 trend, represents the best choice for my brooch.

Fluidity teaches us to live flowing in a rigid world.

So many things happen in the surrounding world, and so quickly, that we can no longer afford the luxury of reacting to every circumstance. If we react to any cause, our life would consist of nothing but a great drama after another. So what joy, happiness and satisfaction could there be?

We have not been conceived to live this way. We are born to play and have fun, grow as people and spiritually, love each other and love life. By following our spiritual path and growing as individuals, reminding us more and more about who we really are,

every moment of our existence comes to life and sends us signals to help us on our journey.

Owning a symbol of fluidity, which we can feel and touch, helps us to remember that **staying fluid in a difficult situation is the best choice and that in life in general it is advisable to let the difficulties flow, instead of always fighting.**

This is the key to health and happiness.

What is soft is strong.

“Lao-Tzu”

Production

This brooch is produced in a limited edition, in only 409 pieces dedicated to the city of Venice. A unique water city, of which we could not feel the magic, the beauty and the rarity without its historical bridges that allow us to reach up to its heart.

Venice is made up of an archipelago of 118 islands and 177 canals, **connected by 409 bridges****

*Myamoto Musashi

**<http://www.venicesymposium.it/discover-venice.aspx>

**<https://en.wikipedia.org/wiki/Venice>

**<https://books.google.it/books?id=R4EkidvEuzUC&pg=PA22&lpg=PA22&dq=venice+,+connected+by+409+bridges&source=bl&ots=layxvu4eCa&sig=H4-Wd3xWVExLJMiqfYSY0VeayC8&hl=en&sa=X&ved=0ahUKEwjFzuKwqaDVAhUC1xoKHYHmDzgQ6AEINzAD#v=onepage&q=venice%20%2C%20connected%20by%20409%20bridges&f=false>

EXHIBITIONS

October 7-15 2017

Venice Design Week

Ca' Pisani Design Hotel – Venice (VE) Italy

February 2018

Presentation of Fluidity Is The Way To Life brooch, The Rebirth Of Lotus bracelet and MYCity Tehran collection

OONA Gallery – Berlin, Germany

Techniques and Materials

FITWTL brooch is produced by **Additive Manufacturing**. It is an energy-efficient and waste-free technology, so representing a perfect choice to protect the environment.

Material: sintered nylon powder

Characteristics: very light and rigid

Maintenance: sintered nylon is heatproof up to 80°C / 176°F degrees. Higher temperatures may significantly change material properties.

Cleaning has to be done carefully by using a slightly damp cloth. In order to remove stubborn stains it is possible to use a mild detergent such as antibacterial soap. We recommend using the cloth in the box or a neutral colored one. Do not use foaming products, ammoniac and aggressive detergents and/or substances such as alcohol,

acetone, and bleach.

Measurements are in mm.

