

NEMOZENA

**Introduces
Aglow by Liz West
Milano Design Week 2019**

Nemozena the luxury and lifestyle womenswear brand inspired by female empowerment, partners with the acclaimed artist Liz West for a project aimed to present to the public an immersive and energizing art installation that promises to delight and entertain.

Since early 2018, Nemozena has decided to collaborate with acclaimed female artists to present art installations to the public. Nemozena mission is not only to cater to women's desires with timeless luxury essentials but simultaneously to showcase the creativity and brilliance of female individuals around the world. In order to do so, the brand has supported and promoted a first global project: the creation of Aglow, the unique outdoor installation by Liz West consisting of one hundred and sixty-nine hemispherical fluorescent coloured acrylic bowls arranged on the ground in a hexagon shape.

"When I started my partnership with Nemozena I had a really good look at their spring summer 2019 lookbook and I was greatly inspired by the textures, patterns and shapes of the clothes. As a female artist I think it is very important to be supported by brands like Nemozena and to be given an opportunity like this" says artist Liz West.

This striking piece of art has fascinated crowds at Musée Nissim de Camondo in Paris, during Paris Fashion Week in September 2018 and in Dubai Design District where it was considered one of the highlights of the last edition of Dubai Design Week.

The final step will be in April 2019, for the ultimate event taking place in Milan during the world famous Milano Design Week, from April 8th till 14th, 2019, in the historical impressive location of Piazza Belgioioso.

With this sequence of experiential artistic events defined by the unique surroundings of three major global cities, Nemozena wants to convey the idea that our contemporary life has limitless possibility to disclose the female potential that enriches our multicultural societies. In Paris, Aglow brought its vivid, mesmerizing optical take in the context of a palace rich of history and charme; in Dubai, the installation engaged instead on a dialogue with a quintessentially contemporary landscape, showing the way for a warmly modern art experience. In Milan, we await to see Aglow merging with the most innovative design cultures and trends, as it will be displayed in the greatest design event of the year.

By supporting up and coming, edging creative women, Nemozena wants to reach well beyond the expected standards of a prestige fashion brand. It would like to enlighten, inspire and astonish and ultimately capture attention towards beauty, empowerment and creativity.

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About the work

Aglow by Liz West, Installation (acrylic) 2018

The work consists of one hundred and sixty-nine hemispherical fluorescent coloured acrylic bowls arranged on the ground in a hexagon shape. The edges of these multiple 'unplugged' fluorescent bowls in six neon colours will glow as if charged with electricity. These 'live' rims and choice of components embody West's interest in the relationship between colour and light and her obsession with materials that enhance the viewers perception of the work. The cast acrylic bowls offer a highly reflective concave surface in which to view the architecture of the surrounding buildings, enabling spectators the opportunity to see their surroundings in a new (fluorescent tinted) light. Used repeatedly in nature, the hexagon is a practical, economic, space saving polygon. West often utilises geometry and repeat in her installations to create large scale and impactful works.

About Liz West

Liz West is a British artist (b.1985) who graduated from Glasgow School of Art in 2007. West's broad body of work encompasses wall-based artwork, sculpture, and site-specific installations. West creates vivid environments that mix luminous colour and radiant light. West aims to provoke a heightened sensory awareness in the viewer through her works. Her work has been widely published including by Wallpaper*, FRAME Magazine, The Creator's Project, Design Boom, Huffington Post, Colossal, Thames & Hudson, The World of Interiors, The Times and The Independent.

About Nemozena

Nemozena – based out of cosmopolitan Dubai and entirely Made in Italy – is setting the bar high on quality fabrics and timeless cuts with each new collection. The focus now, more than ever before, is on tailored yet easy to wear pieces and the details that elevate every single item from wear-forever basics to truly luxury essentials.

This brand has always been completely transparent about where and how its clothing are produced and through a coherent design project, is now able to create awareness around fashion consumption. Producing clothing that withstands the test of time is Nemozena's main goal: quality items with an effortless elegance that are meant to both feel great and last for many years. Characterized by flawless construction, careful attention to detail and intrinsic femininity, each Nemozena piece has a silent twist, a small detail that transforms the essential to the special, igniting that desire.

Each collection is made of innovative, versatile and easy to wear items that hold a specific role and place in a woman's ideal wardrobe, reinventing the way clients relate to fashion. Timeless yet feminine designs that allow women to build a personal closet through modular items, while giving freedom to blend new creations into an existing style. Clothes that make everyday life easier. What's not to love?

#AGLOW #LIZWEST #NEMOZENA
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