

VIMAR1991

HYDRA SS 2025

FOR THE 94TH EDITION OF PITTI FILATI FAIR, VIMAR1991 PRESENTS HYDRA, THE NEW SS25 FANCY YARN COLLECTION. THERE WILL ALSO BE "TRANSITION" AN INSTALLATION BY ELHAM M. AGHILI. AN IMMERSIVE EXPERIENCE IN A COLORFUL AND UNEXPECTED UNDERWATER WORLD.



We will be transported to Hydra, an underwater world where nature and humanity coexist within a fairy-tale atmosphere populated by mermaids, mermen, and divers. A lush and unusual nature awaits us, transforming itself into our daily landscape in which we move, floating carried by the current. Bright, fresh colors, and iridescent reflections are a constant in the collection. The fibers used are noble and refined presented in a dynamic and experiential setting. The stand, larger than the last editions, acquires an increasingly representative character of the company and its potential in terms of image, all supported by the presence of art. Once again, the world of art and the corporate converge in an extraordinary union. The synergy between the artist Elham M. Aghili and Vimar1991 presents itself in a new captivating and spectacular way to elevate the concept of the new collection presented.

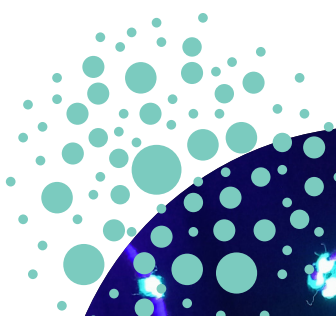
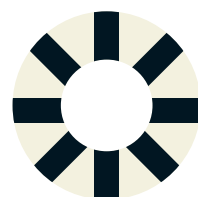
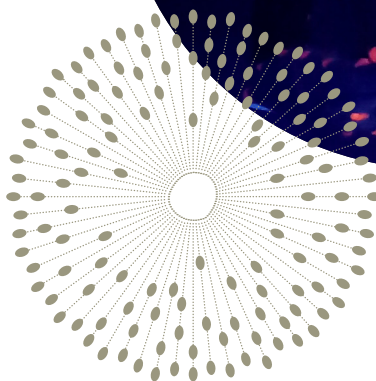
PITTI
IMMAGINE FILATI
24/26 JANUARY 2024

FIRENZE
FORTEZZA
DA BASSO

TRANSITION ELHAM M. AGHILI

"Transition" is an immersive installation featuring hybrid and dreamlike forms inspired by underwater marine life. The artificial element of dye reacting to UV lighting amplifies the natural appearance of the setup to the point of making it seem real, while simultaneously emphasizing its foreign neon-like effect.

The decontextualization of a sample of "nature" brings the experience of the wild into a domesticated environment, assuming symbolic value: dry land and sea hybridize into new forms with blurred boundaries. The work questions what is perceived as nature today, what its limits are, and how we can embrace and being aware of it in our daily experience between the tangible and the virtual, between the concreteness of material life and its own illusion. The liveliness and chromatic variety here become captivating and enchanting presences, acting as thresholds between being and appearing, beyond dichotomies.



ELHAM M. AGHILI

(Sassuolo, 1989) is a young textile artist who lives and works in Parma. She was nominated several times in art competitions and received multiple awards for her work, getting both national and international exposure. Four years ago, she started studying the links between humankind, nature, and space. Her Persian origins brought her very early to the tapestry world where wove strong ties with the botanic iconography. She chose the yarn as a medium, an artistic voice which involves the creation of detailed surreal natures, transforming a soft and shapeless thing into a physical – strong and present – piece of art. Her installations, both invasive and immersive, are made up of nature-inspired elements and meanwhile very hybrid in their details; that paradox steadily keeps the illusion of a true reality and a fake truth.

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