

MENSWHERE

A LOST HISTORY OF THE MILITANT GUILD OF RURAL TAILORS

FOR IMMEDIATE RELEASE

The Pitti Uomo is providing a dedicated exhibition platform for MENSWHERE, a Lost History of the Militant Guild of Rural Tailors as part of the event's 106th edition.

A SPECIAL EXHIBITION

Photography, artefacts, artwork and specimen-garments will all be on view at the Construzioni Lorensi, 1st floor at the Fortezza da Basso in Florence, Italy from June 11th to 14th. The concept's author and creator Liam Maher will be in attendance to discuss the lost history of the militant guild of rural tailors and talk about the exhibit with visitors within the 14th century Fortress of Saint John the Baptist.

AN ALTERNATE HISTORY OF TAILORING

The narrative is premised on the possibility that a clandestine community of tailors may have been active during the industrial revolution whose activities included symbolic rites, rituals and the advancement of specific design and craft standards. Since the story first emerged online in 2004, it has been referenced in books as well as international magazines and websites. The original research site was visited by corporations from Louis Vuitton to 20th Century Fox and went on to inspire a tight community of contemporary creatives from the UK, Europe, Africa, Japan, and the USA who came to regard themselves as modern members of the guild and could be found behind the labels, Art Comes First, A Child of the Jago, Cottweiler, Wemblex, The Brooklyn Circus, Norwegian Rain, London Cloth and others. Over time, these creatives changed the focus of the narrative, morphing it from the ethics of garment making to a broader exploration of what it means to represent oneself as a man rooted to questions of "*Where I Come From*", "*Where I Belong*" and "*Where I Hope to Go*".

A STORY FROM THE PAST AND A LENS ON THE FUTURE

20 years after it first emerged, the story takes on added dimension at a time when long held values such as mystery, memory, quality, craftsmanship, cultural authenticity, originality, and established frameworks for cultivating individual identity itself are under threat from the byte-sizing and dumbing down of storytelling, the flattening effect of influencer culture, AI's impact on authorship and the fracturing of self within social media and the metaverse.

INCLUDED IN THE WORLD'S BEST FASHION UNIVERSITY LIBRARIES

Pre-release copies of the book have been included in several leading university libraries including Bunka Fashion College in Tokyo, Institut Francais de la Mode in Paris, the Royal Academy of Fine Arts in Antwerp, AMFI in Amsterdam, F.I.T. and Parsons in New York, Shih Chien College of Design in Taipei and Central Saint Martins in London where it has been discussed in a Masters in Fashion Communication class. It will also be the subject of a short presentation at the Locating Menswear Forum in Manchester in July.

ABOUT THE CREATOR

Great grandson of both an Irish tailor and Welsh weaver, Liam Maher is a tri-national (UK/IE/US) living in Denmark. He attended the Massachusetts College of Art and the Harvard Extension Program and began his career as a technician in professional theaters. He went on to direct creative for Timberland, Burton Snowboard, Denham, and Ecco. His Young Meagher project won a GenArt Prize and his consulting clients have included Ozwald Boateng, Visvim, Combat Motorcycles, and many others. His non-commercial exhibitions have been featured at Pitti Uomo in Florence, Salone del Mobile in Milan, Liberty Fairs in New York, D&A in Los Angeles, and CIFF in Copenhagen.

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Pitti Uomo offre una piattaforma espositiva dedicata a “MENSWHERE, A Lost History of the Militant Guild of Rural Tailors” all’interno della 106esima edizione dell’evento.

UN’ESPOSIZIONE SPECIALE

Fotografie, manufatti, opere d’arte e prototipi di capi di abbigliamento saranno in mostra presso le Costruzioni Lorenesi, al 1° piano della Fortezza da Basso a Firenze, dall’11 al 14 giugno. L’autore e ideatore del concept Liam Maher sarà presente per discutere della storia perduta della gilda militante dei sarti rurali e parlare della mostra con i visitatori all’interno della Fortezza di San Giovanni Battista del XIV secolo.

UNA STORIA ALTERNATIVA DELLA SARTORIA

La narrazione si basa sulla possibile esistenza di una comunità clandestina di sarti, attiva durante la rivoluzione industriale, le cui attività includevano riti simbolici, rituali e la promozione di specifiche procedure creative e artigianali.

Da quando la storia è emersa online nel 2004, è stata citata in libri, riviste e siti internet internazionali.

La pagina web originaria è stata visitata da aziende come Louis Vuitton e la 20th Century Fox e ha continuato a ispirare una ristretta comunità di creativi contemporanei provenienti da Regno Unito, Europa, Africa, Giappone e Stati Uniti che sono arrivati a considerarsi moderni membri della **gilda**; potrebbero nascondersi tra i nomi di firme come Art Comes First, A Child of the Jago, Cottweiler, Wemblex, The Brooklyn Circus, Norwegian Rain, London Cloth e altri. Nel corso del tempo, questi creativi hanno modificato il fulcro della narrazione, dapprima riguardante l’etica della produzione di indumenti, successivamente l’esplorazione più ampia di ciò che significa rappresentare se stessi come uomini, impegnati in interrogativi come *“Da dove veniamo”*, *“A quale luogo apparteniamo”* e *“Dove andremo”*

UNA STORIA DEL PASSATO E UNO SGUARDO AL FUTURO

Vent’anni anni dopo la sua prima apparizione, la storia affronta una nuova dimensione, in cui valori di lunga data - come il mistero, la memoria, la qualità, l’artigianato, l’autenticità culturale, l’originalità e le strutture consolidate entro cui coltivare la propria identità personale - sono minacciati da una banalizzata arte narrativa sminuita un byte dopo l’altro, dall’appiattimento dato dalla cultura degli influencer, dall’impatto dell’intelligenza artificiale sulla paternità d’autore e dalla frattura del sé all’interno dei social media e del metaverso.

NELLE MIGLIORI BIBLIOTECHE DELLE UNIVERSITÀ DELLA MODA DEL MONDO

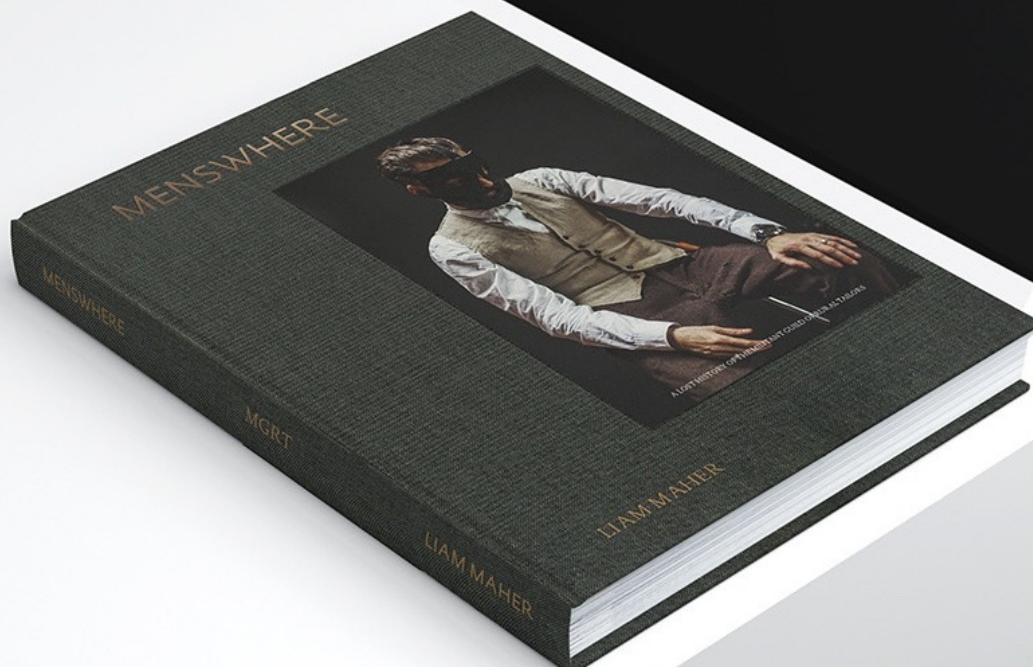
Alcune copie in anteprima di “MENSWHERE, A Lost History of the Militant Guild of Rural Tailors” sono state acquisite dalle biblioteche di importanti Università, quali il Bunka Fashion College di Tokyo, l’Institut Francais de la Mode di Parigi, la Royal Academy of Fine Arts di Anversa, l’AMFI di Amsterdam, il F.I.T. e la Parsons di New York, il Shih Chien College of Design di Taipei e il Central Saint Martins di Londra. Proprio a Londra, si è discusso del libro durante un corso di Master in Fashion Communication. Sarà inoltre oggetto di una breve presentazione al Locating Menswear Forum di Manchester a luglio.

INFORMAZIONI SULL’IDEATORE

Pronipote di un sarto irlandese e di un tessitore galles, Liam Maher ha tre cittadinanze (Regno Unito/Irlanda/Stati Uniti) e vive in Danimarca. Ha frequentato il Massachusetts College of Art e l’Harvard Extension Program e ha iniziato la sua carriera come tecnico in teatri professionali. Ha continuato come direttore creativo per Timberland, Burton Snowboard, Denham ed Ecco. Il suo progetto “Young Meagher” ha vinto il premio GenArt e ha offerto servizi di consulenza per Ozwald Boateng, Visvim, Combat Motorcycles e molti altri. Le sue mostre non commerciali sono state presentate presso Pitti Uomo a Firenze, il Salone del Mobile a Milano, Liberty Fairs a New York, D&A a Los Angeles e CIFF a Copenhagen.

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THE REVIEWS

Early Reactions

"I can't get over the beauty and hauntedness..."

— Susan Orlean, author of *The Orchid Thief* and *The Library Book*

"Why am I not in this book? I should be in it!"

— Mihara Yasuhiro, Fashion Designer

"It's a really beautiful book, witness to a rare savoir-faire,"

— Anna Parodi, Library Director, Institut Francais de la Mode

"Beautiful and compelling,"

— Mark Parker, Chairman of the Board, The Disney Company, Executive Chairman, Nike Inc.

"The book is permanently in my bag getting suitably road-worn as I perv over all the amazing artisans"

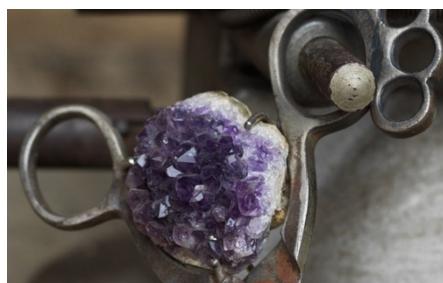
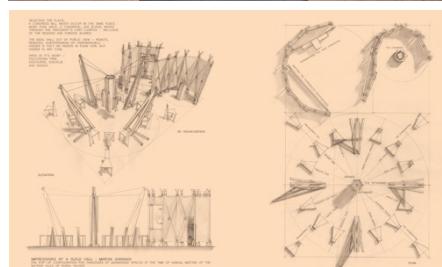
— Fin Greenhal, Musician (Fink).

"A treat from start to finish — creators and the creative process celebrated in beguiling, seductive style."

— Roger Tredre, Course Leader, MA Fashion Communication, Central Saint Martins

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