INDIA SALVOR MENUEZ (PAG. 153)
BY GIULIA BORTOLUZZI

The muse of the new renaissance of art in New York, a stellar Instagram user and creative artist in all its facets, she has that simply complex transcendence of the millennials. At 23 years old, the American artist reaches beyond the division of expressive languages to a new definition of performance and an innate sense of community. She creates outfits, performs and plays music, she writes and dances, and does much more. young This young girl of New York city, India Salvor Menuez, is a complete artist, who taps into a multitasking nature that sees her move effortlessly from one platform to another, with the simplicity of one who could not do otherwise. «That's how my brain works and that's how my life is right now. It's the frantic pace that keeps me going. I don't just think it's interesting to find out how the various languages relate to and interconnect with each other, it's also important. Every method teaches you something different and demands a new way of thinking. I've always been one to experiment. We need to be open in order to connect with each other and go further"» The multiplicity of roles and the multiplication of networks follows the course of the digital evolution, which sustains and encourages public displays, the display of normality, not always positive: «Internet has a part to play in popularity – social rules demand that the famous show themselves to be normal, and reveal their complexity/humanity. I think it's good to give people space to express themselves, but difficult situations are created when the system starts getting into certain dynamics». As an avant-garde performer and committed experimenter, India prefers to cross the boundary of the stage and show herself through her own body and gestures, in all her expressivity. «Performance exists in every aspect of our lives, whether or not framed by art or intellectualism. Bodies are vehicles of expression in movement. The way I use mine depends on my awareness of what it is saying and exploring, on how I use my consciousness to direct the silent programme of my body in any context». Last winter there was my marathon performance Booklub 10 at MoMA in New York, involving nearly 50 performers for eight hours. It's a series that began three years ago, presented for the first time at Lele Saveri's Newsstand and the 8 Ball Community, when it was still an independent bookshop and a collective art space. «The aim was to see artists present their work in a situation similar to a poetry reading. I was very interested in the performance and its expressive potential, it struck me as the right way to bring the artistic community closer to the audience. The fact that the performances may not always turn out well and that they are unique/one-off experiences, often leave the culture vultures unhappy». The MoMA performance was her tenth, and her curatorship involved working out who performed/exhibited and in what order. India was very young when she started acting in 2012 in the film "Something in the Air" by Olivier Assayas and more recently, early in 2016, with "White Girl" by Elizabeth Wood. «I felt a connection to both these stories and characters. People are people whatever the times and settings. There are aspects of young people in the seventies in "Something in the Air" that are similar to the political concerns of many young people today. And "White Girl" talks about the problems of race, gentrification and sexual abuse in a contemporary way». It really seems that New York is going through a new form of Renaissance, guided by young women. "Women are the future" is India's slogan against misogyny. «In spite of the utopian aspiration that things go way beyond a gender dichotomy, it is essential to defend femininity. Whether or not New York is experiencing a new Renaissance, we'll only know by looking into the future. The world is a really frightening place, but I know that cultural change is necessary and possible, and it will be reflected in the mirror of art».

TEALE COCO (PAG. 167)
BY SILVIA VACIRCA

A creative, a model, an entrepreneur. Teale Coco, 24 years old Australian, turns her hand to it all, as millennials do. She says it comes naturally to her: «I've always worked well under pressure. The only person who pushes me on to do more is myself. I don't think there's anyone else in the world who could put me under the same amount of pressure that I put myself under. I know that I can always do more, I know that I can always do better and so I do it. I don't put limits on my creativity. Lots of people think that they're not good enough to do something, and that's exactly what stops them from doing it». The idea behind her brand was born from the need to create something that she couldn't find anywhere. «Fetish wear of quality that's actually wearable. I couldn't go into another sex shop to find low quality and barely wearable pieces, cobbled together just for bedroom antics. Everything came from the idea of these leather fetish harnesses, that weren't restricted to just lingerie, and from there my creative vision left the underground worlds of latex, chains and PVC, to transform them into every day and practical styles». The project took off in no time at all. She has a team now, made up of local independent artisans and fashion design students. «It's of utmost importance to me to have a relationship with the pieces and with the people who work with me. Usually I sketch out my ideas, then I take them to the girls and they help me to bring them to life! I've never studied Fashion Design, but I have always wanted to create my own clothes and my own fashion designs ever since I was little». But it's like they say: where there's a will, there's a way. «I have never imposed limits on myself, I've never said that I wouldn't be able to do something because of a lack of technical knowledge. There is never any point in doing that». Teale Coco has a former career in modelling, as a model she was the fashion object par excellence, a role seemingly at odds with her, by no means passive, character. «I was tired of being treated, as you say, like an "object," and I wanted to express myself fully in another way. Being a model made me realise that I wanted more out of life. It wasn't mentally stimulating enough». And since she can't stand authority, she would never have been able to work for anyone other than herself. Teale Coco travels a lot, and this influences her work, but the part of the world that has inspired her the most, with its culture and traditions, is Japan. «Japan is part of my life, I studied Japanese at school for five years, and after I graduated at university I was finally able to see this country in all its splendlour thanks to my work as a model». She likes to read, to nourish her heart, body and mind. Amongst her latest reads are: Messages from Water by Masaru Emoto, If You Have to Cry, Go Outside by Kelly Cutrone and The Long Road to Hell by Marilyn Manson. «Horror and gore films are great inspirations to me». The occult isn't just a font of inspiration for her style and for her designs, she also practices occultism in her personal life. «Many associate it with evil, which isn't true. The study of the occult is an examination of hidden wisdom, it's a different way of seeing who we are as individuals and as a society». And individuals, according to Teale Coco, really need to be able to believe in themselves and to assert themselves. «The idea of the power of the individual is the most important thing that we have. It's self-belief and self-acceptance, it's freedom. This is why my designs are freeing, strong, empowering. To wear them as they are, without anything else, with their strong lines and the way they show off the human body, they don't leave the wearer with any other choice but to embrace self-belief and self-acceptance». Aware that there isn't just one type of body, but infinite ones, the pieces are made to measure on request. When I ask her whether 'fetish for everyone' isn't something of an oxymoron, she replies: «Fetish is a form of sexual desire tied to a particular object, garment or part of the body. It's a quality that, in one way or another, we all have. Everyone has desires, and fetish plays with those». In the future she would like to make her debut in RTW, it's something she's already been working on for some months. Teale Coco will soon also be dresses, trousers, jackets and more, in brave, provocative and sensual designs. How one wears it is up to them, she says. «The best thing about my pieces is that you can wear them how you want. Maybe hiding underneath that boring office uniform is a Teale Coco accessory».

HAILEE STEINFELD (PAG. 179)
BY ROBERTO CROCI

All American girl. A Californian girl. She loves LA. Hailee Steinfeld has eyes that stare into your soul: you feel it happening instantly. Her smile and her beauty have something of the same rebellious streak that we saw in a young Jane Birkin, together with a certain elegant presence of which girls her age can't usually boast. She took her first acting class at the age of eight and, only five years later, gave an Academy Award-nominated performance as Mattie Ross in the Coen brothers' frontier western True Grit. But despite her success in the movie industry, music is her true love. At 19 years old she is a shining example of today's millennials, not just an actor, but also a musician, a producer and above all a solo singer. «It's always something I've wanted to do. I started making music around the same time I got into acting. I was recording covers, I was writing. I had a family friend who was a producer who helped me not to loose focus. After True Grit's success, the music became more of a side project. It was something that I would play with here and there, through the years, mostly when friends would ask me. It became a matter of 'How am I going to pull this off at the right time?' Then I was offered a role in the musical comedy Pitch Perfect 2. It came along and it was a perfect bridge to the idea that I am a singer and that I love to sing. It was my destiny, I could tell». In November 2015, the now 19-year-old released her debut EP Haiz. «"Haiz" is my nickname; it's what my fans call me. That was the idea behind the title. It was my first body of work as an artist and I wanted my fans to feel like they titled it».The natural next step followed quickly: a tour, with 22 dates around the United States. «I will be touring all summer long with Meghan Trainor. She is wonderful, and she has a lot more to offer than just last year's hit All About that Bass. (www.meghan-trainor.com). It is my first tour, even though last December I was on the I Heart Radio Tour for a few dates, which kind of gave me an idea of what it was like being on the road. But this is like, living on the tour bus, we're in a new city every day. You pull up to the venue, and you go and you start to get ready. You do interviews, you play a show, you get on the bus, and then you do it all over again. As repetitive as it is, you don't live the same day twice, it's so exciting, you're constantly meeting new people. The different energies in every city are so incredible. It really has been amazing so far». It's very different to acting, she explains. «I think the one difference between music and acting is that with acting, you live in that role for a couple of months and you're in that sort of world. With music, I find myself in a cab driving down a busy city and I'm in the backseat and I'm looking out the window and I think of something and I write it down on my phone immediately. Sometimes I'll forget it's there, and I'll revisit it when I'm at the studio and that turns into something I'm constantly finding things around me that inspire me. As an artist, the music is constantly changing and evolving and as a person you're experiencing new things every day and you're exposed to something different every day that inspires you. The process is sort of evolving and ever-changing and its crazy because just when I think I have enough songs for an album, I'll never feel like I'm done saying what's on my mind or telling my story because so much is constantly happening in my life. It's so amazing that I have music to

express what's going on in my life». One of those changes, and a landmark moment in her growing up is that in a few months time she is going to be voting for the first time in her life, for the President of The United States. «I think it's important to have your own views on certain things, especially with this upcoming election. Thinking about the next phase of where our lives are gonna go. I have my own opinions and to have the right to vote is a privilege. It's an interesting conversation because it's a conversation amongst my peers and friends, whereas two or three years ago it wasn't. People are growing up, becoming a part of this conversation, forming an opinion on something so important. Without speaking specifically, I think it's important to have an opinion. I'm nineteen years old; I'm still learning how to navigate my way through life. I'm lucky that I have incredible parents, and an amazing support system that helps me every single day. As a generation, I think we are exposed to so much more than previous generations because of our connectivity to social media. We learn about everything in real time, and I think that teenagers and young adults are the most impressionable with respect to political opinions, social, and cultural issues. History has a way of repeating itself, where social issues of race and gender equality, religious freedoms, sexual orientation. I think to call these millennial issues wouldn't be entirely true, but I do believe that we are a generation who isn't afraid to express ourselves». Her next project? «I'm on tour with Meghan for the summer, so when I get back I'll finish what I started in the studio, continue working on the album, Pitch Perfect 3 is in its very early stages, The Edge of Seventeen is in the fall. The Edge of Seventeen, with Woody Harrelson and Kyra Sedgwick is very much a movie about growing up as a teenager. There's certain things that we all go through no matter where we're from or who we are. There are experiences that we all have at some point in our lives, normally in our teenage years, where we don't feel we fit in and we have trouble feeling comfortable in our own skin. As a teenager, we'll go through things that feel the end of the world, and then we wake up the next day and realize it was just a bump in the road. I love my future, my future is full of surprises».

MAISIE WILLIAMS (PAG. 187)
BY FRANCESCA LANCINI

"The revolution will not be televised" Gil Scott-Heron sang in 1971. Today the millennial generation would say that the revolution will be tweeted, linked, posted and shared. «As individual human beings we can do very little to change the world, but together we have incredible power», says Maisie Williams, class of '97, star of "Game of Thrones" and with the influence of the digital age in her genes. «We have the potential to be the most mature and advanced generation ever: we question each other and we aren't afraid of asking questions, this makes us better informed». And yet, apart from an account on every social network, Maisie isn't a typical nineteen-year-old when you look at her view of the world, her self-awareness and her understanding of reality. Perhaps it is thanks to the set, that world unto itself that destroys or fortifies those who cross it. She has lived her everyday life as Arya Stark in the record-breaking HBO series: «Growing up on set has given me a work ethic. There are two Maisies in me – the mature one who wakes at five in the morning and acts alongside Charles Dance, and the young Maisie who goes to school with toothpaste on her pullover and tries to make everyone laugh». She grew up in Somerset, England, the youngest of four siblings, the only one to have abandoned formal education: «Perhaps school is the right place to help you understand your talent. Once you have found it you should follow it: opportunities don't come around twice». You won't easily see doubt in her eyes: acting seems to be what drives and protects her. «When I study a character I have a chance to explore different aspects of myself. Trying out a new accent, an attitude, an outfit means acquiring more faith in oneself through someone else», something she has also done on the set of "Doctor Who", in a couple of films where she played a leading part, and in a film about Mary Shelley due to be released in 2017. «We have to start thinking of adolescence as an opportunity to be more sure of ourselves, instead of a time when you risk losing it», was the message she delivered from the stage of Google's headquarters in Manhattan for the #LikeAGirl campaign. «Self-esteem is all we need, so build it up, protect it, fight to get it and hold on to it as if your future depended on it». Maisie is known for her frankness which, combined with a degree of self-deprecation and unconventional looks, attracts the attention of the press, not to mention three million followers on Instagram. «I'm not very good at being famous, I swear too much in interviews and I hate being photographed by paparazzi». Her life in images isn't very posed and her style is what she calls unpredictable. «If I wake up feeling like a bad girl I'll throw on some fishnet stockings and boots, while if I wake up feeling really relaxed I'll put on low-heeled sandals and a pullover by Claudie Pierlot. My essentials are a pineapple-shaped handbag, a black PVC raincoat and dungarees embroidered with the outline of a cat». You will never see her wearing anything predictable, which also goes for the roles she chooses and the interests she cultivates: «I haven't given up on the idea of becoming a dancer in the future», says Maisie who gave up her studies at the Performing Arts College of Bath in order to act. She dances and listens to hip-hop, old school R&B, R. Kelly and Destiny's Child and she loves watching films about time: «My greatest fear is that I will discover I've wasted it», an obsession that distances her even more from her contemporaries, who do not as a rule set any great store by the past but live in a constant present to be transformed into a post-present. It is no coincidence that Maisie reads mainly "memoirs", that are by definition about memories; the pages of these books have given her the wisdom to get through her first seven thousand days on this planet: «I was lucky, it all turned out well in my personal life. What I don't have is the feeling of giving something back. So the next step won't be to chase my career but to help others find out whether they have one».

TAEYEON (PAG. 245)
BY CARLOTTA LICCIARDI

Do not let her soft features, golden hair and tiny frame deceive you: the singer Kim TaeYeon is a real force of nature. She was born in South Korea in 1989, which makes her part of the Millennial generation, a cohort with an indissoluble tie to digital technology. What is also known as the MTV Generation somehow or other influenced her passion for music, which she devoted herself to during middle school, training at the Starlight Academy. Diversity and versatility are the strong traits embodied by her generation. «Prototypes and stereotypes are not so important now. They are like songs: you don't need to select and listen to them in a specific order for them to work, you can play them all on random», she explains. When she was 15 years old, she won first place as best singer at S.M. Entertainment's Best Youth Competition, signing her first contract with the record label. She realized her dream in 2007 when she debuted with the group Girls' Generation, which will be celebrating its tenth anniversary next year. «There are eight of us and we get along really well. Our personalities are all compatible. We've been working together for a really long time and now we feel almost like sisters; we all take care of each other. Performing on stage, I realized that making music doesn't just mean singing. Music artists need to know how to handle the entertainment world in all of its facets. That's why I do other things, like photo shoots and interviews. I want to explore, learn and, at the same time, have fun». In 2012, Missing You Like Crazy reached the top of the Korean charts and in October 2015 she made her solo debut with her first EP, I, which hit no. 1 in South Korea, selling 100,000 copies. In 2016, she released the single Rain. «Going solo was almost a natural development, starting from my Girls' Generation debut. Every composition is new and a song is like a competition. When I sing a new song, I take it as a challenge and I am ready to work on it and keep working until I am completely satisfied. Hard work does not always guarantee excellent results, and this is one reason I feel lucky today. When I am working with Girls' Generation, my bandmates and I put a lot of trust in our amazing team». The "solo queen" is very tuned into what her fans think about her musical style and she tries to stay in daily contact with them through her Instagram account, which has an astounding seven million followers. «I like interacting and hearing what they have to say. I can get a sense of what they want so that I can improve my work, and in return they discover some interesting new things about my personality». Giving up her music career and doing something else would be unthinkable to her. «I would never abandon it, but I do like art. I would like to learn how to paint. I've always been fascinated by it, since I was a little girl, but I've never had the time», she confides.

The best place to study painting could be Europe, which the singer hopes to be able to visit soon. «I definitely want to do a foreign tour. At my last concert, at the end of July, there was a huge crowd that came all the way to Seoul to see me. My fans are scattered all over the world, and they often ask me to make a stop in their countries. I would really like to visit them and put on amazing shows. It would be a terrific gift for them, and for me as well. I would love to be able to plan a world tour».

Her initiative is what keeps her going non-stop and developing new projects. «This summer, I will do a concert in Busan, South Korea's second largest city. For now, I will keep singing, releasing singles and albums and performing onstage. I am not the type to work for a little while and then stop to rest. I prefer to keep going, partly because the relationship between music and me will never burn out». Although clearly driven, she does not see herself as very bold. «I'm a little worried about my future, like I was ten years ago. I'm not very daring. I think it's natural for young women to have some insecurities about the future, since there are a lot of things in life that they haven't experienced yet. Luckily, I am surrounded by wonderful people; I like living with them, learning and being able to never stop growing. I also just started taking care of my health. I need to practice more, to strengthen my voice and guarantee excellent performances onstage. I try to take vitamins and spend more time at the gym. In Korean, we have a word, Bae-ryeo, that means consideration, care and attention, and it's kind of my life motto. I always keep this concept in mind». In short, there does not seem to be such a big difference between the worries and dreams of the Korean pop star and those of Western youth.