

PHARRELL

di Roberto Croci

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There are plenty of producers, writers and iconic singers that have left their mark. Some have also achieved historical and social popularity ratings like Michael Jackson, Jay-Z, Rick Rubin, Russell Simmons, and Dr.Dre. But, very few enjoy the full global and crossover approval that Pharrell Williams has achieved.

From his style of clothing, including the one of a kind hats designed by Nick Fouquet in Venice Beach, the talent of Mr. Williams is immeasurable, and continues to branch into many fields. As well as being an award-winning musician with 13 nominations and seven Grammy Awards, he has sold more than 100 million records, won an Oscar nomination last year for the song "Happy", and lastly, received a coveted star on Hollywood Walk of Fame. Apart from being a CEO, Pharrell is also a philanthropist, artist, author, media mogul, fashion designer (shoes, furniture and jewelry), writer, a real gear-head passionate about bicycles (co-owner of Brooklyn Machine Works), and an architecture enthusiast who is currently in collaboration with Zaha Hadid on a project of prefabricated houses. And he doesn't stop there. Pharrell is also an environmentalist with the specific task of protecting the environment. With an eye for H2O politics, he is currently involved with Bionic Yarn and G-Star RAW, on a start up in New York that produces fabric from recycled plastic that has been collected in the ocean.

Where did you grow up?

I grew up in Virginia Beach, Virginia, a popular beach destination for families, nothing trendy. And I was a child like many others, although I must admit that I have always been curious- I used to ask thousands of questions, I wanted to see and to know everything.

What did you want to be?

As a child, I had no idea what my chosen profession would be. My grandmother was the first person who understood that I should learn how to play an instrument, she sent me to music class, because I used to destroy all her pillows pretending they were my drums! Without her, I might have ended up teaching art, since I have always been creative.

The best advice you've ever received in your career and life?

Be open to the new possibilities that the fate brings. Do not interfere too much with your destiny, although this

does not mean to sit and wait for something to happen.

Tell me about Bionic Yarn: when and why did you start to get more engaged with them?

When I realized that the clothing was made of cotton and recycled plastic, the quality of the fabric left me speechless. I think that doing business with a conscience is the only way to do business and we can't continue to make excuses or ignore one of the most serious problems our planet is facing: human pollution. I'm not an activist in the traditional sense, the type who protests on the street corners holding a sign, but I use the connections that I have to spread a message. I have been lucky in life, and in return, I want to help anyone who is committed to saving the environment. This collaboration is important for all those like me, who love fashion but do not want to exploit the natural resources of the planet. There currently aren't enough laws regulating and protecting the oceans. Fashion is a universal language that binds us together regardless of race or culture. That's why the mascot octopus Otto, which with its tentacles, is the thread that unites us without barriers.

Why is it important the use of sustainability in fashion?

It is important because the reuse of existing materials limits the environmental impact and the damaging effects on Earth. The collection "RAW for the Oceans" embraces sustainable fashion, and it is an effort that has recycled more than ten tons of plastic in the oceans. Plastics that threaten sea life in every aspect, plant and animal - and environmental groups like Sea Shepherd Conservation Society USA and Plastic Pollution Coalition have highlighted the severity of the problem caused by this material. G-Star also deals with the recycling of the yarn, separating plastic and cotton from the clothes that we don't use anymore. It is a cycle that continues and the garbage shoot a new life. To me, that is very cool.

The key to your success?

As you may have figured out I'm eclectic. I owe my success to the music. Thanks to my songs I managed to buy the first thing that I cared about: a house for my parents. After all they have done for me, I was very proud to help them.

It is true that you would support Hillary Clinton if she were to run as a candidate for the next election?

Totally. Also because if she runs, she'll win for sure.

The United States have always been represented by two colors: red and blue. Republicans and Democrats stand out just as the Bloods and Crips gangs. You know what else is red and blue? The American flag. Red representing values and audacity and Blue represents perseverance and justice. And sooner or later, women will control the world and it will be a different, a better world. That's gonna happen, and it's going to happen thanks to Hillary. *Traduzione a cura di Marzia Nicolini e Mariko McNeill*

XAVIER DOLAN THE ENFANT PRODIGE OF CINEMA

di Andrea Bellavita

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Xavier Dolan is the child prodigy of international art films. At only 25 years old, his film "Mommy" was awarded the Jury Prize at Cannes, tying with Jean-Luc Godard. Then, there's Kris Van Assche, the artistic director of Dior Homme, fashion designer, and artist. What both men have in common is the ability to create a style in-and-of-itself.

There is a fine line that unites ones eye for producing a movie scene with the gesture that designs a men's garment. Where a film's designed to be watched from a distance, the latter is tangible and meant to be worn on the body. Dolan and Van Assche share the art of mastering that look and that gesture. They both have a vision in which renders their work unmistakable, and a creativity derived from an extraordinary curiosity regarding the world of images.

Where do you find visual or iconic inspiration for your work? In a magazine? An art exhibition? A film? A chance encounter on the metro?

XD: Anything, a random encounter with someone- even the most trivial of pursuits can be inspiring. But, if I'm