una bandiera a stelle e strisce è scioccante, dall'altro invece si nota chiaramente il sentimento di amore e odio che prova Raf nei confronti degli Usa di oggi nel vedere frequentemente messaggi banali del tipo "I love NY". Il 10 febbraio invece sono andato a New York per la "prima" della nuova linea di Calvin Klein, diretta da Raf e dal suo braccio destro Pieter Mulier. Il giorno prima New York era in preda a una tremenda bufera di neve, ma io sono riuscito a raggiungere lo stesso la sede dello show. L'immagine definita "clean american wear" era estremamente fresca. Come la "parata", che era il tema dello show, l'entrata di molte modelle di differenti "etnie" a simboleggiare la diversità. La canzone in sottofondo era "This is not America" di David Bowie, un brano degli anni 80. Non si trasmette il pensiero dello stilista già tramite il casting e i brani scelti per lo show? Quel momento ci ha ricordato quanto la moda sia un eccellente strumento culturale in grado di trasmettere dei messaggi.

"Epilogo: davvero le persone si preoccupano della moda?"
Per esempio, parliamo degli articoli e i discorsi legati alla moda: l'80% riguarda le vicende delle celebrities, le strategie globali dei marchi o il "See now buy now". Sembra che nessuno provi a parlare della moda in sé. Non è che sia questo a causare il declino della moda? Non sono gli stessi addetti ai lavori a portare sulla cattiva strada questo mondo? Ultimamente ho come la sensazione che il sistema della moda stia uccidendo se stesso. E qui arrivo a parlare di Rei Kawakubo. Le sue risposte alle mie domande sono state molto brevi, proprio perché non ama parlare molto in generale. Come ha fatto per più di quaranta anni, ha impeccabilmente raccontato e costruito una "nuova moda", offrendo proposte inaspettate e ha continuato a provocare il mondo. Esprimendosi attraverso i suoi abiti. Anche perché questa è la fonte dell'"Healthy Business" a cui lei aspira sopra ogni cosa. Kawakubo ha continuato a dare forma al valore culturale della moda, in questo modo i risultati hanno permesso di costruire un solido business evitando le dinamiche di mercato oggi più comuni. Speriamo di riuscire anche noi a farlo con serietà.

ALICE SARA OTT (PAG. 52)
BY TOMMASO LEMESSI

We live at an ever-faster pace, too close to reality. Nobody believes in anything anymore that cannot be scientifically proven. We are slaves to time, to the speed of an unseen message, of emails not yet read on waking. We have become capable of keeping calm when faced with emotions, even the most intense ones. But it is different where music is concerned. It is the only remedy for the frenetic spiral in our routine. When we listen to a piece of music we manage to stop time, to slow our thoughts, to stop thinking about everyday life. "Music is a moral law. It gives a soul to the universe, wings to the mind, flight to the imagination, a charm to sadness, encouragement to joy, and life to everything", wrote Plato. «It's true, I think its beauty lies in the search for harmony of the notes, when that moment of tension is created between the two notes that sends a shiver down your spine», says Alice Sara Ott, the young German-Japanese pianist. «For me, contact with music has always been really essential». Indeed, just seeing Alice play relieves the burden of one's thoughts. «When I play it's as if I have gone into parallel universes, like when you daydream and your heart opens up». Alice was recently in Peking to perform the music from her latest album "Wonderland". She likes to play in concert halls in bare feet and before going on stage she also likes to prepare by solving a Rubik's cube in less than a minute. In love with the piano from the very tender age of three when she heard her first live concert, she leaves nothing to chance: «Popularity and success don't just arrive from one day to the next and there are lots of things I have to find time for every day». Thus the discipline of someone who wants to make their mark. Considered by many experts the greatest living interpreter of Chopin, at just 29 years old Alice Sara Ott, who could pass for a model, wants to revolutionize the concept of classical. When she sits down in front of those 88 keys she manages to transform the most complicated classical music into easy melodies within everyone's grasp. I think music today has become so available, that it has lost its value, is her honest and profound truth. Everyone can listen to and appreciate everything, but to manage to also make works of classical music so courtly and simple is something not many can do. «It's true, but classical music shouldn't be exclusive, I think it's a terrible mistake to want to make it so intellectual. You don't have to be a scholar to understand it; you learn about it by listening"». Everyone is capable of perceiving the colours and shades of emotions in great classical pieces and it will be up to our generation to change the rules of the game, the canons of beauty in concert halls. Her mother, from whom she gets her looks, is Japanese and her father German; her friends call her Alice and she speaks three languages. «I was too undisciplined when I tried to learn Russian». When she speaks about music her eyes light up. She describes it as a universal language, «that unites people, without distinction of culture, religion or skin colour». Alice is grateful that she can turn her greatest love into her life's vocation. Emotional and impetuous as when she interprets a piece of music, her favourite place is at the piano or «wherever there are people with whom I can share music». She has been signed to "Deutsche Grammophon" since she was 19 and has made nine albums. Her favourite tipple is whisky and her last album "The Chopin Project" was recorded on a tour of the most interesting piano bars, «the idea was to order a glass of whisky and start playing Chopin surrounded by people». The album was recorded in collaboration with multi-award-winning Icelandic composer Olafur Arnalds and it went to the top of the classical music charts in 25 countries. «I like to think it was recorded like in the old days, when you couldn't eliminate the background chatter or sound of creaking chairs». A child's smile, the silence of an empty room, while you eat something you've never tasted before, or a simple conversation with a friend in your regular bar "these are the small things that inspire me". In her everyday life she relaxes after a tour by going along to her regular bar where she is given her usual drink without having to ask for it. She likes playing in public, sharing her emotions on a piano and adding to those of the audience. «Music has to be shared, there has to be musical interaction with the audience» – she's certainly not wrong there – «because music is the only language that places no limits on the emotions». She is poised to start her new world tour and converse with people in her favourite language or as Alice likes to say, «Where words end, music begins».

ZOE SALDANA (PAG. 132)
BY ROBERTO CROCI

Just pick a color: green in Guardians of the Galaxy; blue in "Avatar", black in the Nina Simone biopic, or brown in "The Colombiana", Zoe Saldana is proof and testament of how much Hollywood is embracing women's role, no longer relegated them as girlfriends or wives supporting actor protagonist, but bonifide star in all respects, able to collect hundreds of millions of dollars at the box office. I meet Zoe between two films, "Avengers: Infinity War", planned for 2018 and "Avatar 2". «We start rehearsals in summer, shooting for "Avatar" in mid to

late August. And we're going to be here in L.A. shooting all the motion capture, and once we're done with that, we'll go with everybody to Australia or New Zealand to shoot all the live action». Neytiri, the heroine in "Avatar" is a strong woman, like Ripley in "Alien", she's an icon, and like Sarah Connor in "Terminator". I think it's a testament to James Cameron's character and how he truly feels about women. I think for a man who has at a time had a bad reputation of treating people unfairly, and I'm not going to have an opinion about that because I don't really know anything about that, because for my personal experience, I've never been more respected by a filmmaker, where collaboration is truly equal, and my input is so important. Our debates are that passionate because I think he understands where I'm coming from and he doesn't underestimate my intelligence or my capacity or my ability because I'm female, because I was a young actor, because I'm from New York or because of anything. I think this man can smell bullshit a mile away just as he can smell truth, and if you come with truth, he responds with the same passion as anybody would. So, I love the fact that I'll get to do four more movies with him because I grew up so fast as an actor when I did "Avatar", and it was because of James Cameron». Her career as an actress is also a way to promote the importance of supporting equality of sexes, in both professional and home use. «There's something really great that's happening right now, where I think that women have changed, we are not silent anymore, we don't turn the other cheek, now we say no, we have an opinion, share our experience, whether we are a stay at home mom, or a working parent, because we are not alone, there are others like us. And also, I have to say, we forget to give credit to those few that have been paving the way, that have been living alongside equal, as partners, because its not fair to always generalize and we have to honor that and continue trying to achieve what needs to be done, where women are equal». Need more women behind the camera, direct, producer, writers. «I appreciate the fact that we're having open discussions about it, that magazines like this are writing about it, and not letting it go. I think our job as public figures, you as a writer-journalist, myself as a producer, is to have the opportunity to showcase a woman, to support a woman, not because she is a female, but because we believe in her work, we should support her. And I know that we will contribute to change. I have a production company, "CineStar", with my sisters, it's always been a dream of ours to work together. We grew up watching television, movies, it's with them that I'm able to share this affinity that I have for film and television, and we kind have very similar tastes and we respect each others individuality. Obviously, we are very passionate about being contributors to writing content for women, that's something that's been a passion of ours. We want to see more things, from shows and movies, that are stories that are being told through the eyes of female characters as the protagonists. We are unapologetically female. We have no interest in portraying women in an unrealistic way, we want women to be seen, to be heard as they are. Sometimes we're broken, sometimes we're not completely put together, sometimes we don't know what to do, sometimes we don't have the answers. Sometimes we're funny because we're absolutely cynical and I feel like those are the kinds of content that women are yearning for and wanting to relate to more and more because it best represents our humanity. So "CineStar", we're all about assigning projects and creating content that is about women and the most accurate portrayal possible». Despite her busy schedule, for Zoe is really important the role as mother of his three children, had with the artist Marco Perego. «Three sons! I think it's a message that I was given just to help male education social change. The one thing we are teaching our boys is to respect their bodies, and we hope that by doing that, respecting themselves first, they understand that they must respect others. Our home is open, we aren't living consciously aware of peoples' sexualities, we're just accepting of everybody, we have so many kinds of friends, people speak so many languages, people have all kinds of religious backgrounds, and we just go with the flow. We buy our kids tights because they don't like jeans because its restricting for them. Sometimes they don't sell them in the boy aisle, so we go into the girls sections that has a vast variety of options. If we have the boys with us, they tend to go to brighter colors. As parents we've realized that children are kind of all the same and we are the ones that keep them isolated through our ignorant ways of nurturing. We're very limited in the way we nurture boys and girls. If you let your kid pick, they'll pick whats similar to what other kids pick, no matter what their gender. Every time we make these discoveries, it proves to us that we are on the right track in following their lead and following our hearts».

LIENE PODINA (PAG. 142)
BY FRANCESCA FELLETTI

The story goes that Liene Podina came out of nowhere, was discovered on Facebook, in a blend of reality and fiction typical of the best fairy tales. «Since I was a child», she tells us, «my favourite game was drawing the photos I saw in the fashion press. And the more I turned the pages, the more I wanted to be a part of it, and the stronger the feeling that I could. My first offer of work came through social media: a New York scout saw my photo for an agency in Riga and they took me on that very day. My parents – my father is a historian and journalist, my mother an artist and primary school teacher – were immediately very supportive, so we managed to maintain a close bond, in spite of the distance». Liene is now 25 and she is not only a top-ranking model but also a style icon.Her curriculum boasts fashion shows for high-calibre names like Balenciaga, Marc Jacobs, Desigual, Antonio Berardi.All it took was a new hairstyle for her silken black tresses – a bob with a short fringe, running counter to the prevailing trend for long or very long suited to every sort of catwalk styling – for her to become a hot topic in the press and on the web.
«I've always had long hair», says Liene, «in an effort to be more feminine, but I felt that it wasn't really me. Once I realized this, I knew it was the right time for change. My New York agency supported me and Balenciaga actually opted for the new hairstyle: I was so excited. As soon as it was done I felt like myself, more so than ever before. My new image immediately became part of my personality and fits perfectly with my love of rock'n'roll and punk». The 5ft11 Latvian model also owes her success to her androgynous style: her chiselled features are softened by her intense transparent blue eyes, which endow her with a certain fragility necessary to counteract the apparent severity of her gaze. «I've always had an androgynous style», she explains, «Since I was a young girl I have found inspiration in musicians whose chameleon-like personalities blur the thin line that divides women from men. I have always adored David Bowie, Patti Smith, Mick Jagger and Brian Molko of Placebo. Even in clothing I've always liked to borrow from men's clothing and mix it with women's outfits. There's nothing nicer than stealing the best of male and female clothing and making it your own». In addition to music and art, Liene is deeply passionate about her work. «Above all I love the creativity that is part of the world of fashion», she says, «because I feel like an artist (I still draw fashion illustrations and paint in my spare time.) It's lovely to feel part of different teams and work with different creativities: this gives me a wonderful opportunity to meet stimulating people who can teach me a lot. Most of my girlfriends are now colleagues: we're like a little community facing the same ups and downs; that's why we help each other a lot, in spite of the received opinion about how much rivalry there is. Finally, more simply, I like to see myself in magazines. What I detest is not being able to establish a routine or, if not a daily routine, at least short-term plans, because everything is changing all the time. This does not mean that I don't welcome travelling to and visiting the various places I go to for work». When Liene is on the catwalk she tries to identify with the kind of woman the designer wants to represent with his or her collection, and she is very happy with the recent opening up to plus-size women or to those who have particular standards of beauty. «It's definitely a fantastic thing», she comments, «Because fashion is not just created for certain sizes or skin colours: fashion is for everybody. That's why I hope this isn't just a passing trend but that diversity remains (in respect of certain presumed rules) integral to the world of fashion». Liene Podina is also critical of the cases of cruelty and exploitation of models which have recently appeared in the media with regard to some casting calls. «I think various problems in the fashion industry need to be resolved, because it's about respecting human rights. As models, we have to deal with different kinds of ambition every day: not just ours, but also that of the creatives who work with us, often putting us under a lot of pressure"».