

I Football Shirts

Martín Churba

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Football Shirts, fashion dresses in football.

This project begins, almost as always, in the playful realm. We were with family playing with posters and other graphic pieces when, from the overlap of an Issey Miyake flyer and a Messi poster, I come across the trigger for this idea. A vision emerges from the fusion of the Argentine jersey and Miyake's pleated pants, as if the door to an uninhabited space were opening: one that combines football and fashion.

Building cultural bridges has been my focus for some time now. When I think of Argentina and Japan, I find similarities in our interests, such as fanaticism for football, creativity in fashion, devotion to personalities, and heroes. I began to think about bridging these two worlds, needing to look at them from a cross-sectional perspective to bring together artisanal production and technology, movement and pose, textures, and elasticity. It was then that I asked myself, 'What can I do as a textile designer that is not clothing to be sold in a market dominated by the systematization of dressing?' 'What do I do with my knowledge, with my desire to create textiles and skins?' 'What symbolic language can I use to transcend language and writing?' Football is the language that allows me to tell this new textile story today.

The exhibition consists of thirteen jerseys and thirteen textile works. The works are composed of two printed fabrics on both sides, mounted on a frame that allows the transparency of the textiles and the multiple configurations generated by the pairs to be observed. The jerseys can also be mounted on hangers on the frame. The project is complemented by a series by Leo Diaz and an audiovisual piece created by Manuel Salomón that enhances the transcultural perspective.

The project's goal is for the collection of pieces to create an artifact expressing passion for football and fashion. 'I aim to sew together two worlds that are unfamiliar to each other, and the stitch that binds them reaches to the antipodes.'

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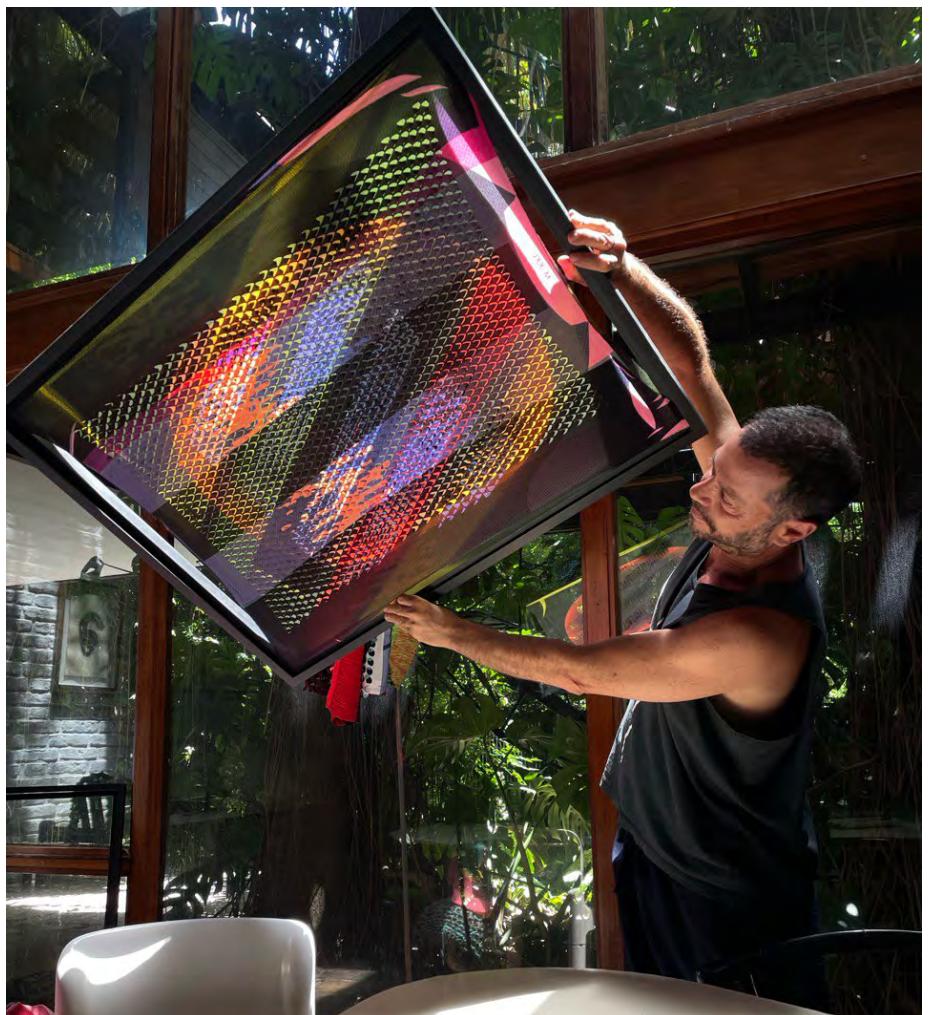












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