

X A C U S

THE ART OF BECOMING

I Chapter



Radici

[Roots]

By Simone Brillarelli

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Simone Brillarelli reinterprets Xacus, showcasing the first of the first of the company's pillars through Radici [Roots]: Italianness

Xacus opens its first store in Milan and establishes its own Creative Hub - experience and fusions, where art and fashion come together, with eyes firmly fixed on the future. The opening also marks the first step in **THE ART OF BECOMING**, an ambitious project, one that dialogues with the city, not just through fashion but also thanks to its transversal content.



"The Art of Becoming" is all about showing and exploring creation, proposing to overturn the traditional relationship between art and fashion.

Seven artists, asked to use new words to interpret the pillars of the **Xacus Manifesto**, the foundations on which the company has built its story, still faithful to itself but now renewed and contemporary.

A new vision, where both disciplines inspire and influence one another in a continued dialogue that sees one almost as a reflection of the other. From fashion comes the artistic gesture, art that is becoming.

The creation of a product, like that of a piece of art, is not just the finished result, but it starts with the whole process that led to its birth: the inspiration, the idea, the construction, execution, and every single rethink or correction.

This is the synergy between contemporary art and Xacus: a new, direct way in which to showcase creations and creativity through new, modern languages, while remaining faithful to their own DNA.



Xacus' first pillar states:

"We are Italian

Founded in 1956 in San Vito di Leguzzano, just outside Vicenza by Alberto Xoccatto and a group of expert tailors, we have been lucky enough to grow in a unique setting when it comes to verve, creativity, and innovation, such as the one we have here, in Veneto. Here, we have been able to interpret and export the best of the Italian art of quality shirt making."

These are the **"Radici" [Roots]**, a work interpreted by Simone Brillarelli, which begins with the need to show what it means to bring a creative enterprise to life in Italy and is inspired by the founding principle of our nation: **family**.

The work, which consists of layers that brings together a range of analogue and digital techniques, which are then animated.

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Xacus is an Italian business with a precious, solid heritage.
To narrate these Roots, I chose a powerful, profoundly Italian symbol: family. Not a traditional family, but one formed of the people who live in this company, sharing their stories, memories, and skills,

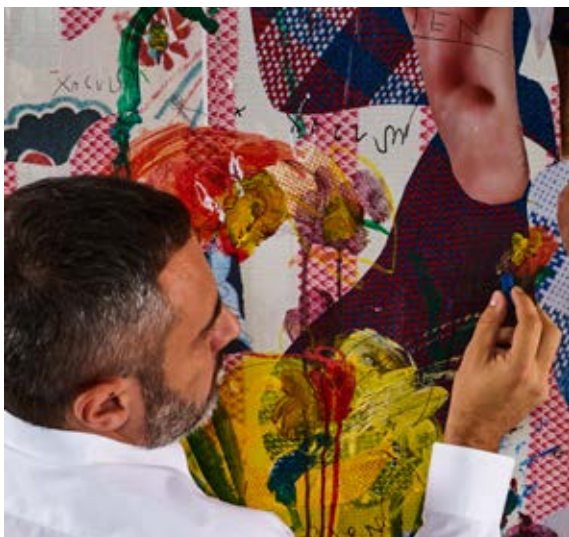
”

says

SIMONE BRILLARELLI

Starting by breaking down images created with the faces of people at Xacus, digitally cropping their features and remixing them, the artist has created new subjects who represent a synthesis of unity - of the group as strength.

In a kind of melting pot of people and the results of their work, the artist then digitally inserted the textures and patterns of some of Xacus' archive fabrics into the work, cropping and overlapping them. This digital process led to the creation of a canvas (2m x 2m) that was completed during a live performance on the opening day, when it was displayed in store as the first piece in the project.



Artwork by Simone Brillarelli

These are the limited-edition shirts with the pattern and pictogram created by Simone Brillarelli. Unique items that celebrate the successful combination of Xacus and one of the most interesting personalities on the Italian arts scene.



Artwork by Simone Brillarelli



SIMONE BRILLARELLI

Florentine by birth and Milanese by choice, Simone Brillarelli, 40, is a visual artist, director and 2D animator. His creativity is deeply linked to music and in particular to electronic sound, both as part of a band and as a producer for an independent label. In 2021 he won a gold at the Art Director's Club Italy Awards for his monumental works installed inside the Mercato Centrale, Milan.

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