

LUDOVICA GIOSCIA



PANINARO

Client

Paninoro @ The Agency, London, 2010
Apocalipsetik @ The Nunnery Gallery, London, 2011

Photos by

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As an artist I am very interested in social anthropology and manifestations of hedonism. 2010 was dedicated to researching the Paninoros: a particular teen fashion phenomenon that overtook Italy at the beginning of the 80's and was exported abroad by the Pet Shop Boys through their hit Paninoro. The phenomenon reflects the aspirational nature of consumerism in the 80's and the undetected American cultural colonization that was happening world wide through MTV and American songs. During that year I spent lots of time e-baying original paninoro comic books and other paraphernalia and decoding it all. From that I have created a paninoro archive and other works that reflect the spirit of this phenomenon. For instance I created a paninoro installation consisting of blown-up bubble letters taken from my teenage diaries and re-formatted to become part of an interior-design landscape. The wooden letters function like frames into which original paninoro paraphernalia is sandwiched.



