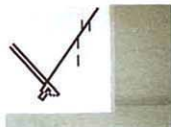


# LABORATORIUM/ ALESSANDRO GORI

interview Tommaso Garner

*Do we need to visually represent ideas, and product concepts?*

Are we playing the part of two who meet to record their conversation? The truth is we keep in contact by e-mail. Each one of us in front of his own terminal and undifferentiated. A techno-epistolary exchange, a sign of our times. I know, an encounter, a handshake, the dear old tape that winds and rustles in the cassette, the recorder on the table, the steaming cup of tea, all would look much cooler in visual terms. I would say a cinematographer in the mind of the reader. Do you think this e-mail thing is the practice? We play around with aestheticizing all this. We believe in the metatext. Anyway this makes my work come out pretty good...short-circuiting.



COVER 3. FRANCESCO-IT +  
COVER 4. NARCISO

WE BVRN FAST. I COPY. I PASTE (Reprogram/Recycle)  
Gemine:Muse, Florence. MMVII—REMIX

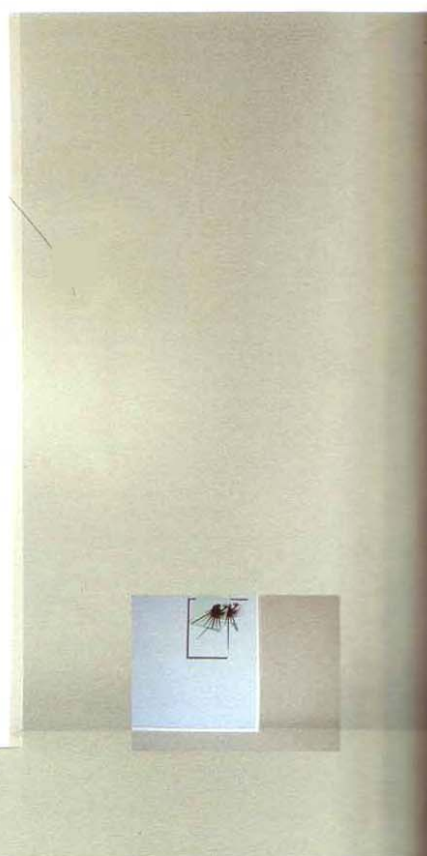
COVER 7. SPARROW

toy, self-project, MMV—REMIX  
[font: AkziSoviet3 Bold, MMIII]



COVER 8. I WANT YOU FOR UTOPIA

advertising campaign for Pitti Immagine P/E 2006, MMV—REMIX



:MMIV

COVER 7. MODE EYE

editorial project MODE, Fondazione Pitti Discovery/Marsilio Editori,  
MMVI—REMIX  
[font: Garamond N.3 DDR Medium, MMVI]

# حرق قلب





