

NYT- PAMEN PEREIRA

Why create these pieces for the Greenwich boutique?

I have been interested in the imaginary of flight for some time now, in recent years I have created sculptures floating and air installations where thousands of swallows raised the objects or these levitated defying the forceful logic of gravity.

With this installation in Hermes Greenwich store I have decided to move into a second phase in which objects generate their own movement—they have their own wings and I give them the possibility of ascending by themselves with a light and liberating dynamic impulse. They do not need any exterior force to move them— they generate the ascending impulse and take off on individual flights. Dynamic imagination grants them the gift of flying as if it were a part of their own nature.

What was the design process like?

For me the creative process is learning every step, the ideas arise in the mind and they need a process of adaptation to reality that the initial idea is taking the right way in order to appear in this material world. There is always an emotion, an intuition which triggers the process. Following this inner voice, every step takes you to the next but sometimes do not know why until you get to the last movement.

How were the shape(s) / silhouette(s) determined?

The first images are born in connection with flapping flying boots to hover. Then the idea is being completed to become a group of Pegasus, the saddles in the air become birds, horses, birds-wings-flight-air. Poetic images in which the movement produced will have the liberating force of flight. They are determinate along this continuous journey from the real to the imaginary, here is where I feel comfortable. Winged saddles, winged boots ... with their own flying autonomy. The shapes arise as the words of the poet's hand is no different for me. So in Hermès store in Greenwich group of flying saddles, like Pegasus in a race, and winged boots as the God Hermes with winged foots, occupy the main space, perhaps hats, spurs ... Also could be flying. Now I have the items but the work is not complete until it is located in space.

Are there plans to do future exclusives for the Greenwich boutique? If so, what item(s) are being discussed?

This is my 3rd collaboration "carte blanche" with Hermès, after Barcelona and Taiwan, I am very happy with this proposal. Although I do not work in the world of design and decoration, I like the idea of putting my imagination for a project which doesn't limit my creativity. So I'd be happy to work with Greenwich store in other occasions. For the moment I have plans to prepare an installation for the New York boutique in January of next year. I am currently working on projects for Hong Kong and China but they are working in progress and I can't reveal anything yet.

