



Cheaper Fast Love

14–19 Apr 2015 at Milan Design Week 2015



Daniel González, D.G. Clothes Project, Bastardisation #28, 2014, unique piece (1280x1124)

“Cheaper Fast Love” is the performance by Daniel González D.G. Clothes Project for the sixth edition of Ventura Lambrate, during the 2015 Milan Design Week.

Daniel González D.G. Clothes Project explores the interactions of art and fashion. Beyond concepts of logos and trends, the artist acts on the relationship between the individual's identity and his outfit as declination of his personality.

Daniel González D.G. Clothes Project creates wearable sculptures as unique pieces, created by mixing clothes, shoes, objects, textiles, accessories in a variety of styles, adding not only a visible beauty, but also a mental one. These are presented in performances unfolding tales about life, about fighting for conquering freedom over the abyss of desire and thought, hidden in the every-day intimacy of working suits, shoes and accessories. Overtaking the boundaries between performance and real life, in “Cheaper Fast Love” conceived assumptions about the meaning of loving people and loving objects will collapse.

How much does a piece of your freedom cost? What would you put on sale to be able to follow the person you love?

About Daniel González

Since 2004 the artist Daniel González develops through D.G. Clothes Project a unique



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approach to fashion using materials, styles and forms with a visionary mash-up, adding an intrinsic conceptual value. Each creation is a unique piece, born within a thematic project or collection, following the imaginary of every single personality, like portraits do.

With this project, Daniel González furthers his research as fashion stylist born with the brand Pisquit Sunwear, where he produced limited edition clothes, with serial numbers, in the early 80s in Argentina during military dictatorship.

The wearable sculptures of D.G. Clothes Project are usually presented in high visual impact performances, through a sort of democratic consciousness, a metropolitan antagonism, which underline the personal relationship between the item and its user.

Milan Design Week

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Performance hour

Wednesday April 15th, 6.30pm
Friday April 17th, 5.00pm

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Captions

1. Daniel González, D.G. Clothes Project, Bastardisation #21, 2014, unique piece (1280x1096)
2. Daniel González, D.G. Clothes Project, Bastardisation #9, 2014, unique piece (1280x1114)
3. Daniel González, D.G. Clothes Project, Bastardisation #19, 2014, unique piece (1280x1213)

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