

# V&R IN LUISALAND

Felice Limosani's latest installation at Florence's Luisa Via Roma celebrates Dutch design duo Viktor & Rolf via Magritte.

Text by [Anna Battista](#) | Published 15 January 2010



Creative director and ambient designer Felice Limosani ([www.felicelimosani.com](http://www.felicelimosani.com)) often stated in interviews that, through his installations, he never advertises nor tries to sell a product, but focuses on telling a story. In his latest work, a tribute to [Viktor & Rolf](#) launched at the [Luisa Via Roma](#) store during [Pitti Immagine](#), Limosani's story was drenched in Magritte surrealism.

While jugglers, men in stilts and smiling clowns welcomed yesterday night Florence's fashionistas into the store, transformed for the occasion into a funfair rechristened "Luisaland", the shop windows lit up showing rows of synchronised clapping hands mounted on see-through supports; bowler hats floated in the air, rising from two rows of neatly arranged bespectacled and mustachioed Plexiglass heads. Smoking pipes, bowler hats and clouds evoked Magritte's world in the window shop, but, inside, V&R's style reigned supreme through displays of sumptuously voluminous tulle ball gowns from their Spring/Summer 2010 collection.

Since he left his career as a DJ to become an artist, Limosani's installations and multimedia projects have been exhibited in various museums and art spaces around the world, among them also at London's Tate Modern.

## Image Gallery

