

NOWNESS

Meritocrazy

Buenos Aires-born and based artist Diego Bianchi staged a chaotic shoe-fashion show outside the city's Pasto Galliera, during which his monstrous, amusing, and compelling footwear creations —a comment on the absurdity of consumer culture— were modelled in front of a gathering crowd. Adding to the artist's critique of luxury goods and spaces, guests were not allowed to enter the gallery to see the 'real' exhibition, but could only look on at the exclusive space inside.

Speaking about his work, Bianchi, who once worked as a graphic designer, says: “For years I have observed the transformation of daily consumer items after being used. I have observed the inter-relationship between nature and social behaviors, the rise and decline of urban and biological situations; the catastrophes, accidents and randomness generating unheard versions of order.”

Bianchi's film and footwear from his 'collection' were spotted at ArtBo, Colombia's premiere art fair, held annually in Bogotá.