

FITTING FORWARD

THE CONCEPT- Story Telling, Art and Design

FITTING FORWARD is suitably unadjusted, raises a cheeky storm, travels perky through different worlds.

FITTING FORWARD is the new Hamburg based Concept-Store, in which Bitten Stetter & Jutta Südbeck show forward, what simmers secretly behind the scenes.

FITTING FORWARD as a room-in-room-installation by the artist Arne Klaskala astonishes and irritates with the unexpected. Perspectives get disarranged; deep black lacquered surfaces call upon immersing one into changing characters and marks. Drawings vanish and illustrations seem to trickle down and bubble up. The balance of the visitor gets challenged by the three dimensional walk-in sketchbook.

FITTING FORWARD listens to zeitgeist-sounds, fashionable trend-tones, social resonances and sub cultural whispers and lives off the limited and focused selection of exceptional, beautiful, dashing and jaunty things.

FITTING FORWARD selects and picks forward-looking convincingly avant-garde designs and trends of international designers. Network-threads get spun, theme-carpets woven, combined and completed full of suspense.

Flirting with a whimsical twinkle in the eye and a sharp tuned ear, cheeky garments, accessories and products are telling their zeitgeist-stories.

FITTING FORWARD presents itself in a temporary style, exchanging its spatial art, fashion, products and accessories within a two-month rhythm. Extraordinary styles pop up and vanish again. Not to snap at the chance would mean to miss out on limited collections, selections and theme-based special editions.

Only for a short term the designers and artists clearly turn up the volume before they trail away. Then the next theme-storm by new designers is on the rise, accompanying the voyager again like a magical tinnitus for another two months.

FITTING FORWARD, the Concept-Store, walks hand in hand with FITTING TALES, the textile publication of Bitten Stetter. Design content and rhythm vibrate in the same frequency.

The fashionable essence of her personal view on the theme-worlds jumps into the box (www.bittenstetter.com). Per subscription and through other shops the design gets carried away into the real world as marvellous dressed stories.

FITTING FORWARD reflects society-processes as a whole, rushes unadjusted forward, translates sensible and tactile into audible and audible gets visible. FITTING FORWARD pushes forward to create a buzzing in the international ear.

FITTING FORWARD started on 1st of December 2008, showing the first theme-world in interaction with illustration and concept.

Prick your ears, open your eyes – it's the chance to get irritated, eavesdrop on upcoming trend-tones and catch a first glimpse of the fabulous worlds still to come from December on.