


DIOR



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LET'S
PLAY!

JOËL ANDRIANO- MEARISOA

HIS ARTISTIC PROCESS IS WOVEN FROM AN INFINITE DIVERSITY OF EMOTIONS THAT HE STRIVES TO MATERIALIZE IN THE NAME OF TENDER MELANCHOLY, THAT INEVITABLE ABSENCE THAT EVERYONE UNDERSTANDS YET STRUGGLES TO DESCRIBE. JOËL ANDRIANOMEARISOA TRANSFORMS THE FRAGILITY AND INTENSITY OF DESIRE INTO AN ESSENTIAL LIFE FORCE.

Following a first collaboration with the House in 2020 as part of the *Dior Lady Art* project, the Madagascar-born artist has created an enchanting new installation for Dior – made from a thousand upcycled Dior scarves – entitled *Les Saisons Imaginaires* (Imaginary Seasons), especially for the *Christian Dior: Designer of Dreams* exhibition in Doha*. Here, an intimate interview with the artist.
DIOR MAGAZINE: *How would you describe your artistic universe?*

JOËL ANDRIANOMEARISOA: Most of the time, I begin to conceptualize my work with spoken words or poetry. There's something so comforting in starting from rhythmic language. Outlining ideas is a necessary part of the process, especially when combining many into one, as seen throughout my creations – whether large-scale installations, sculpture or fashion.

DM: *What are your main sources of inspiration?*

JA: There is no specific source of inspiration – everything is inspiring to me: a city, a smell, a work of architecture, an object, a texture, a song, a word, an eye... and the world in general. I can say that I'm inspired by everything because I'm in love with the world.

DM: *How did you come up with the idea for Les Saisons Imaginaires (Imaginary Seasons), which was created especially for the Christian Dior: Designer of Dreams exhibition in Doha?*

JA: I've been working with scarves for a long time. I started using ones that had belonged to my grandmother to create landscapes and horizons. The process isn't new, but working with Dior took it somewhere else, to a new kind of dream-world, a new universe. Beyond borders.

DM: *What story does it tell?*

JA: I wanted to bring the Dior woman, the "Dior Lady" to an imaginary garden. The piece represents new fantasies and a new playground for her. New seasons, new worlds.

DM: *You speak, in particular, of a "materialization of emotions". In what way are textiles a privileged medium for you?*

JA: Textiles are universal. It's the most powerful medium through which to tell a story or to express emotions. Textiles, for me, are like a language everyone can understand.

DM: *The scarf seems to have a particularly symbolic significance, something essential in your eyes.*

What does it represent?

JA: For me, scarves have an emotional power and can be incarnate. When worn, they become filled with memories, stories and emotions. A scarf represents a moment in time, a piece of a life story. They embody a smell, a fragrance, and nothing else comes closer to the skin. Just picture someone with a scarf floating in the air – isn't it beautiful?

*A retrospective presented at M7 in Doha through March 31st, 2022.

