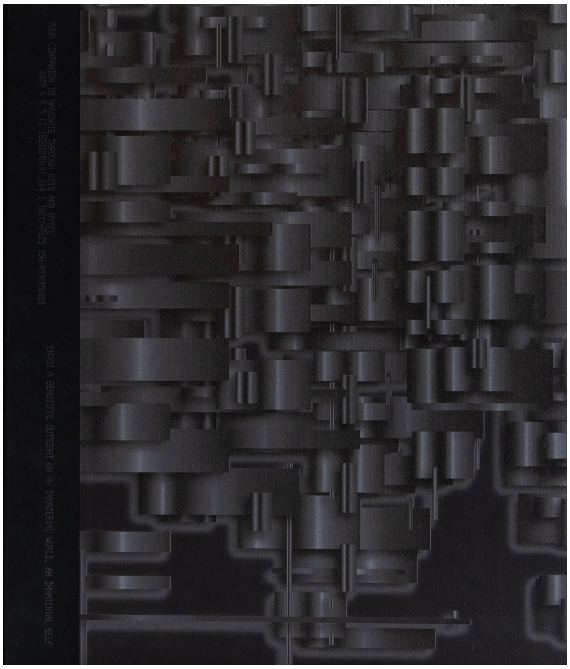
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I Am Digital

Flora Miranda

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ISBN	9789464002195
Publisher	HOPPER&FUCHS
Binding	Hardback
Territory	World excluding Belgium, France, Holland & Luxembourg
Size	285 mm x 245 mm
Pages	352 Pages
Illustrations	501 color, 19 b&w
Price	£65.00

- Explore technological storytelling, artistic haute couture creations and visions for creative fashion software. In the book, the multitude of Flora Miranda's works unfolds in different subject areas. Enjoy a beautiful outsight of an immaterial world, an immaterial self
- ***I Am Digital*** was originally launched in March 2023 during Paris Fashion Week in the atelier of Guillaume Paris at Beaux-Arts de Paris working together with his students. The NFT book (accompanied by the physical book) was launched in Antwerp at Plantin-Moretus Museum in June 2023
- ***I Am Digital*** doesn't take the standard approach. With it, we aim to inspire others to break away from the convention and embrace digital tools in fashion and book making. Not only does it share Flora Miranda's story and community, but also provides valuable insights from her journey of researching generative fashion
- The black paper of front and back cover was printed in three colours in LED-UV technique using offset printing on Heidelberger printing machines. To get the intensity and structure of the print result, each sheet had four passes through the machine. For ***I Am Digital*** 1000 unique front and back covers were created. Inside pages are machine-coated papers. On the linen spine we printed the text in two different techniques: silver hot-foil and silver off-set ink

I Am Digital takes you on an intimate journey through Flora Miranda's extraterrestrial world of phygital (physical plus digital) identities. Explore technological storytelling, artistic haute couture creations and visions for creative fashion software. In the book, the multitude of Flora Miranda's work unfolds in different subject areas. Enjoy a beautiful outsight of an immaterial world, an immaterial self.

Flora Miranda's fascination with the simultaneous evolution of human behaviour and new technologies has its origins in her upbringing: born in a family of musicians and artists, she learned how painters helped their eyes with the camera obscura and photography. She saw musical instruments tweaked, like the prepared piano by John Cage.

Experiencing the shift in the digital world with home computers and the internet, the 'digital' became her attitude to life. Expressing, shaping, and exploring this further evolving digital identity is the role of Flora Miranda's creations.

This book is your companion to navigate through bits and bytes. To feel strong in a jungle of hackers. It can inspire you to take things into your own hand – may it be a change of perspective on the world, may it be transformative, may it support projects you believe in, or may it help to build your own world.

Flora Miranda is an artist and fashion designer based in Antwerp and Vienna. After graduating with a master's degree from the Royal Academy of Fine Arts in Antwerp, she freelanced for Iris Van Herpen. Since, Miranda has presented her creations during Haute Couture Week in Paris seasonally. In 2017 she founded the format 'IT Pieces' where she and her team help enterprises to communicate and visualise their data. Flora Miranda's creations are mainly made in her atelier in Antwerp, together with third party craftsmen and expert partners. Each garment is made to measure or is sold as a fashion object through direct order, following the couture tradition. Flora Miranda's fascination with the simultaneous evolution of human behaviour and new technologies has its origins in her upbringing: born in a family of musicians and artists, she learned how painters helped their eyes with the camera obscura and photography. She saw musical instruments tweaked, like the prepared piano by John Cage. Experiencing the shift in the digital world with home computers and the internet, the 'digital' became her attitude to life.

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