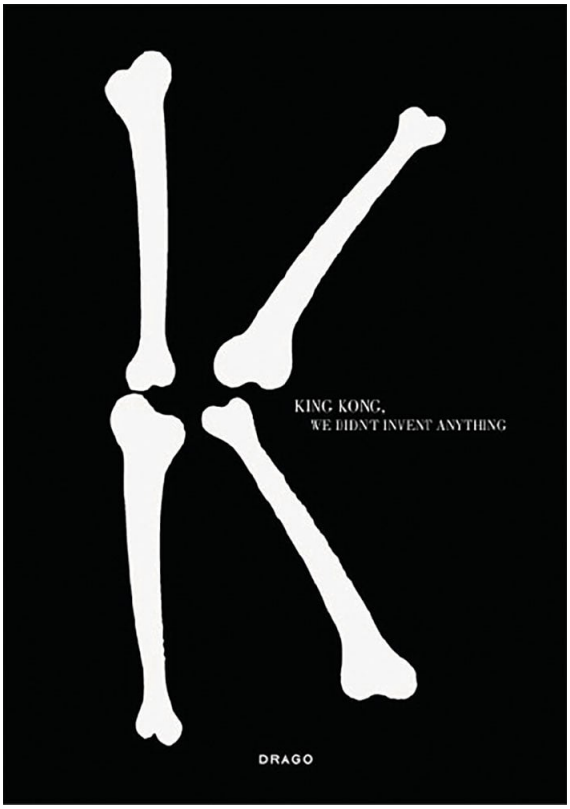
TITLE INFORMATION
Tel: +1 212 645 1111
Email: ussales@accartbooks.com
Web: https://www.accartbooks.com/us



We Didn't Invent Anything

King Kong

ISBN	9788888493138
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- The art project aims to exhibit personalities and to capture the emotion and clichés of a post-modern, post-political, and post-artistic generation

In a world where the remix culture is at the base of every great invention, King Kong, with their DIY philosophy did not literally invent anything, but in fact conceived something fresh, new and original by opening a window onto a whole new world of images, sensations and reconstructions. King Kong is a talented team, that despite being scattered around the world, chose to take on this extraordinary editorial project. By displaying the work of some of the most creative minds from around the globe, the book stunningly shows how different life paths and approaches merge together into a singular perspective of the streets. The artists in this collection are Giorgio Di Salvo, Camilla Donzella, Panda, Lele Saveri and Sha Ribiero, and their project aims to exhibit personalities and to capture the emotion and clichés of a post-modern, post-political, and post-artistic generation. This beautiful intersection of illustrations and photography is paired with an insightful introductory text by Federico Sarica.

King Kong is the name of a creative collective, formed by the owners of the eponymous shop in Milan at the beginning of the new millennium. With a Do It Yourself philosophy, the group extensively produced fanzines, clothes, publications, photographs, art shows, events, and music. The founders of the project are Federico Sarica and Ivano Atzori. In 2005, they decided to close the shop in favour of fresh experiences and the opportunity to spread the philosophy of King Kong to a wider audience. Federico Sarica (co-founder of King Kong) is the associate editor of *Vice* magazine in Italy and collaborates with *Rodeo, The End* and *Rolling Stone*, Italy. His partner, Ivano Atzori is a renowned Italian writer and artist.

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