

KOIVU

From Standard to New Standards The Colours of Giulio Ridolfo

«From Standards to New Standards» showcases the distinct colour approach of Giulio Ridolfo and applied to knitted jumpers by Koivu.

Ridolfo considers colour itself as a material. At Tunnel 50 of Dropcity, in a laboratory-type installation, the exhibition explores this approach, starting from two basic elements: colour and wool. From there, the exhibition tells the story of how colour is made – from its origins in natural pigments by kt.COLOR, to the dyeing process of wool and its applications. In particular, the show documents Ridolfo's work for new colourways applied to a basic woollen jumper by Koivu.

Ridolfo starts from 10 new custom-made colours, which he deconstructs in order to create new bi-tonal combinations, and finally intertwines into actual jumpers. In addition to colour samples and pattern tests, on display are mineral stones, pigment powders, dyes, yarn spools and skeins along with other miscellaneous materials from Ridolfo's archive. As visitors explore the exhibition, they are also introduced to Ridolfo's personal cabinet of curiosities, which contains an array of little treasures and found objects. This includes collectibles, books, photographs and videos, which, taken together, introduce visitors to the personal alchemy of colour of Giulio Ridolfo.

«From Standards to New Standards» offers a fascinating glimpse into the world of colour and design, as seen through the eyes of one of its most innovative practitioners.

«Colours are music», says Ridolfo. «Both have intonations, intertones, they resonate and can be harmonious or temperamental. Intertones are created when two tones of slightly different pitches are played simultaneously, while intonation refers to the accuracy of a pitch. Just like a musical instrument or a room that vibrates with sound, colour can resonate and vibrate when colours come to play together. Standards are compositions, which become part of a jazz musician's repertoire.» These new standards add to Koivu's colour repertoire of knitwear and become new, universal standards.

Giulio Ridolfo is one of the world's best-known experts in colour and textile design today. With a background in fashion, over the course of the last three decades Ridolfo has expanded his field of work, and now applies his methods to product and furniture design. He has collaborated with leading companies in the design industry. Ridolfo's multifaceted approach to colour and design involves taking on various roles, including that of the observer, collector, artist, scientist, and designer. This allows him to explore colour as an actual material, drawing inspiration from the natural origins of hues to create surprising colour combinations for a myriad of different applications.

Koivu is a Finnish-Italian knitwear brand focused on one archetypical item: the woollen jumper. Conceived as an everyday product rather than a fashion item, the jumper is the starting point for in-depth colour and pattern research. A versatile canvas, the woollen jumper also serves as a platform for international designers and artists to experiment and develop new colourways, patterns and embroideries.

In 2022, Koivu invited Giulio Ridolfo to curate a new selection of deeper and more nuanced tones. True to his method, Ridolfo disassembles the knitting yarn into its four threads, which he then reassembles into a new yarn, this time blending different colours. From afar, the resulting knit appears to be a single colour, but upon closer examination, the distinct hues come into view.

“When artificial colours are monochromatic, they react differently to light. Sometimes they lack depth.” To achieve deeper tones in textiles, Giulio Ridolfo works with juxtapositions. By combining two or more coloured yarns, “the multi-coloured samples appear as a single colour from a distance but reveal their different tones upon closer view.”

From Standard to New Standards
The Colours of Giulio Ridolfo

17-22 April 10am – 6pm
23 April 10am – 3pm
Tunnel 50, Dropcity
via Sammartini 50

Production: Koivu
Installation design: Camille Blin
Photography: Simone Sandahl
Special thanks to Katrin Trautwein, kt.COLOR, Jörg Boner, Schätti Leuchten and ECAL.

Koivu jumpers are available on www.koivu.it.

For information, pre-orders of new coloured jumpers and appointments,
contact us at info@koivu.it, [@koivu.it](https://www.instagram.com/koivu.it) or call +41 79 701 78 75.