



Dror for Tumi presents 'Passaggio' a new multi-media installation by Jules Wright at Salone del Mobile 2012

Creative Director of The Wapping Project stages a site specific installation for Tumi inspired by their new Dror for Tumi collection designed by Dror Benshetrit.

Tumi, the leading international travel, business and lifestyle accessories brand has teamed up with Jules Wright, the founder and creative director of The Wapping Project and Dror Benshetrit, the New York based designer on a special commission called Passaggio to mark the launch of Dror for Tumi, a new collection of bags that will debut globally in Milan at Salone del Mobile 2012.

The Wapping Project is a celebrated cultural space in London that is internationally recognised for its challenging contemporary art and performance; indeed the Wapping Project has achieved cult status for its fresh and frequently site specific installations.

Commenting on commissioning Jules Wright to create her site specific work for Milan, Dror says: "I have always been a fan of Jules Wright and her amazing Wapping Project. We both share a love for contemporary theatre, so when this opportunity arose I knew that she would be the perfect person to translate my collection of luggage into a spectacle for its Milan debut. I am thrilled that Jules agreed to work on with me and I know that Passaggio is going to be a must-see space during the Salone."

Tumi has long positioned itself as a visionary, design driven company so it is fitting that the Dror and Wright collaboration will mark Tumi's debut at the Salone del Mobile, the world's most important design platform.

With Passaggio, Wright has taken inspiration from the transformative qualities of the Dror for Tumi collection. She has created an immersive multimedia installation with newly commissioned film, images and music to tell a compelling story of intrigue and drama. The installation is hosted at MOST, a new design destination during the Salone del Mobile at the Museum of Science and Technology. Passaggio is staged within the exquisite Sala delle Colonne of the museum, the former library of an ancient Olivetan monastery.



Passaggio is a finely crafted thriller that begins in Cambridge, England, then races across Europe before culminating in a hotel room in Milan. Unfolding with a film, a series of large scale photographs and a live performance, the drama centres on the adventures of the beautiful, enigmatic Julia Harewood an Anglo-Italian Cambridge graduate, linguist and secret agent.

On entering the installation, the visitor finds themselves in a carpeted hotel corridor. Demarcating the corridor is a series of surveillance monitors showing a sequence of images in which the Dror for Tumi bags are exchanged or left behind. At the end of the corridor, a simulacrum of a Milanese hotel room waits to be discovered. Julia lies motionless on the bed, the Dror for Tumi collection scattered around her. The entire space reverberates to a haunting musical score specially commissioned by Wright from Scottish composer Billy Cowie.

Projected onto one wall is the story of how Julia ended up frightened and alone in this Milanese hotel. The first film is a prelude to the complex series of events that follow. A car races through a haunting tunnel in Switzerland. It exits the tunnel and speeds past tall Alpine trees before its headlights pick up Julia in the middle of the road with an open suitcase. The car brakes and Julia recognises Karl, the passenger in the car and someone who has a central role in this developing drama. Julia picks up her bag and runs. Karl attempts to pursue, but falls.

The story is then told through a series of beautifully staged photographs shot by fashion photographer Thomas Zanon-Larcher and directed by Jules Wright. All photography has been shot only in available light and the result is an engaging photographic odyssey that unfolds over 40 sumptuous images shot in the UK, France, Switzerland, Austria, and Italy. Each image tells another part of the journey that Julia makes, both physical and emotional.

The pictures document Julia's journey from Cambridge to London then on to Paris, Venice, Vienna and finally Milan. As the visitor watches the story unfold there is a gradual realisation that Julia is in possession of a secret and is being pursued. Julia transports her secrets with the Dror for Tumi collection, which become central protagonists in the tragic tale.



A film – the Epilogue – picks up the story in Italy. Julia is running through the streets of Milan and across the Piazza San Vittore. Julia frantically clutches her Dror for Tumi bag as she runs up the steps of the Church of San Vittore al Corpo. Finding the door locked, she stands frozen staring straight into the camera. She is trapped.

The visitor is left to make up their own mind about Julia's fate; is she sleeping exhausted from her flight across Europe or has something more sinister occurred? And what of Karl and the other characters that have been introduced as the story has unfolded?

Passaggio runs from 17th – 22nd April at MOST, National Museum of Science and Technology, Via Olona 6B, 20123 Milan. It is open daily from 10am until 18.00 hrs.

#Dror4Tumi

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About Jules Wright

As one of London's most daring and visionary commissioners of contemporary art and artists, Jules Wright takes a characteristically innovative approach to showcasing new talent.

The Wapping Project, which Jules launched in east London in 1993 and in its current form in 2000, offers a unique urban venue that is defined by its independence, its celebrated programme of installations and productions and its award-winning restaurant. Each of these elements, and the very pulse of the Wapping Project, are driven directly by Jules, and represent the culmination of a life in theatre.

Australian born, she came to the UK as a Commonwealth Scholar in 1975. She studied at Bristol University, going on to achieve a PhD (Psychology) in 1982. Her love of theatre was nurtured as a student in Bristol and Clare Venables, then Artistic Director of the Theatre Royal Stratford East, gave her a fortuitous break, inviting her to direct while still a student.

Jules directed her first main stage production at the Theatre Royal, Stratford East, in May 1979, starring the then unknown Tom Wilkinson. Just two years later, she was appointed as a Resident Director at the Royal Court Theatre, and soon after became Artistic Director of the Theatre Upstairs and Associate Director of the Royal Court. From 1984 to 1986, Jules was Artistic Director of the Liverpool Playhouse, alongside Associate Directors, Willy Russell and Alan Bleasdale, before returning to the Royal Court as Associate Director and then Deputy Artistic Director where she remained until 1992 when she went on to pursue a wide ranging international career as a freelance director. Most of the new work she has directed has been published. Since 1997 her work has revolved around commissioning, first writers and later composers, choreographers, visual artists, fashion designers, filmmakers, fine artists and photographers.

About Thomas Zanon-Larcher



Born in the South Tyrol, Zanon-Larcher studied structural engineering in Innsbruck and worked as an engineer. He retains a fascination for the physics and machinery of photography and in this respect stays in touch with his engineering past. Thomas Zanon-Larcher, commissioned amongst others by the Gucci Group, Paul Smith and Yohji Yamamoto, has shot features for W Magazine Korea, L'Officiel, El Pais, SangBlue, and Viewpoint magazine; his exhibition work includes: 'Jerwood: Free and Framed' – The Wapping Project, London 2006 and MoMu - Fashion Museum, Antwerp 2007, 'Behind the Scenes – Lane Crawford IFC Mall, Hong Kong 2007, 'Turning The Season' - The Wapping Project, London 2008.

About Tumi

Tumi is the leading international brand of premium travel, business and lifestyle accessories. Tumi's heritage of design excellence is one that appeals to the world's most sophisticated and demanding consumers who choose only the best international brands to complement their unique lifestyles. The brand is sold in 200 Tumi stores from New York to Paris to London and Tokyo, as well as the world's top department and specialty stores and travel retail in more than 65 countries. Tumi's success over the past three decades can be traced to its continual focus on its founding principles of design excellence, functional superiority, technical innovation, best-in-class quality and outstanding customer service.

www.tumi.com , www.facebook.com/tumitravel

About Dror

Since 2002, Dror Benshetrit has developed an interdisciplinary practice based in New York City specializing in innovative design projects. A student of the Eindhoven Design Academy in Holland, his work explores the essence of movement, space and forms and aspires toward the transformative power of design. Rooted in a rigorous methodology, every project is driven by the desire to unleash the mutable and non-static nature of objects. In collaboration with a team of experts, Dror conducts thorough research focusing on materials, technology and geometry.

His portfolio encompasses product design, architectural projects, interior design and creative direction. His international roster of clients include Alessi, Bentley, Boffi, Bombay Sapphire, Cappellini, Kieh'l's, Levi's, Lualdi, Material ConneXion, Maya Romanoff, Marithé + François Girbaud, Puma, Rosenthal, Skins Footwear, Yigal Azrouël, Shvo, Swarovski, and Target. Dror has lectured around the world and received numerous design awards including the GE Plastics Competition "Merging Boundaries" (2001), the iF Product Design Award (2006), and the Good Design Award (2008, 2010). He has attracted international media coverage and has been widely exhibited. His work is included in the permanent collections of major museums in North America, Europe and the Middle East.

www.studiodror.com

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