

YEAR
THREE
NUMBER
FIVE
FALL
WINTER
2011 / 2012

EURO
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across the Art

reiz

LA DAMA CON L'ERMELLINO | LEONARDO DA VINCI





The artistic movement we like best is embodied in Raphael Pohland's work. It is probably best described as the development of abstract shapes out of informality without following classical principles of construction. It is created by the moment. Thoughtlessness, focussing on nothing and a reserved distance towards the origin of the shapes are essential. For his art he mainly uses bitumen, motor oil and pigmented rapeseed oil. More generally, we would say that we enjoy street art or any kind of art originating from a spontaneous impulse, feeling or place. It should be something that doesn't require a specific technique or formal aspects. The art we like is for nobody and everybody, you can find it everywhere, on walls, on buildings and such like. It gives you a distinct feeling when you look at it. Either it suits you or it doesn't. It is like when we do frames. Don't talk about it too much. Look at it and feel it match your style and personality.



Since 1996 REIZ develop eyewear frames that push the boundaries for quality and design. Combining the classical elegance of a retro-style with a distinctively futuristic touch they create a new and unique design language. Exploring the dichotomy of old and new, nostalgic charm and visionary perspective is the main theme of their collection, made mostly in acetate. Following their high standards of quality, REIZ decided to produce exclusivity in Germany. Traditional craftsmanship paired with modern production technology guarantees the exclusivity of these lovingly manufactured frames. This SILMO sees the launch of the new sunglasses collection REIZ. "Don't talk too much about it. The first REIZ sunglasses series. Named after sun gods. We put emotion in – feel it!".

I REIZ si distinguono per qualità e design, costante ricerca e raffinatezza di contenuti. Il tema fondamentale della collezione, principalmente composta da occhiali in acetato, è l'esplorazione della dicotomia vecchio e nuovo, di charme nostalgico e prospettive visionarie. Un mix tra l'eleganza classica tipica dello stile retrò e un tocco distintamente futurista. Il linguaggio che ne risulta è completamente nuovo ed originale. L'acetato che fornisce al design possibilità infinite e la particolare combinazione di colore, forma e materiale rende unici un paio di REIZ. Fedele ai suoi elevati standard qualitativi, l'azienda produce esclusivamente in Germania. Questo Silmo vede il lancio della nuova collezione sole REIZ "Non parlarne troppo. La prima collezione di occhiali da sole REIZ. Occhiali soprannominati gli dei del sole. Ci abbiamo messo emozione, provali!"