



Thyssen + Loreak Mendian



LOREAK MENDIAN



Thyssen is one of the most important museums of the national territory located in Madrid.

Loreak Mendian's relationship with art has always been closely linked.

Local artists such as Chillida or Oteiza who personalized how the best way to create a global project is to look at the closest environment, look at one's own roots and get a stroke, a personal hand.

The challenge is to synthesize, to simplify and make something as complex as one's own identity into a recognizable stroke, a form or an idea. In Chillida the stroke is fundamental and in Oteiza we were always fascinated by his character, his ability to conceptualize in such a poetic way and the ability to engorge his environment, to make better artists out of their environment.

The work of Keith Haring and Basquiat in NYC in the 80s was very important to create the Margarita logo. Their way of working meant a big change: the virtuosity of the graffiti artists was no longer so important (3Ds etc.) and new styles began to appear on the walls of the cities. These two become an example of this new scene.

That's when 'La Margarita' appears along with other drawings in the bathrooms of the bars of the Old Part of Donosti, in an attempt to emulate SAMO or Keith Haring with their chinks in the streets of NYC. Drawings with a somewhat childish but strong line.

Thyssen + Loreak Mendian + Minishop + Welcome



LOREAK MENDIAN



Minishop, one of the leading streetwear fashion stores in Europe and Welcome Madrid, the epicenter of the skateboarding world in Spain, join the collaboration with a capsule where we join art with street in a collaboration of garments for skateboarding.

mini **WELCOME**

The Collaboration



Hacking of artworks loaned by the Thyssen museum to create a capsule of garments and objects around the world of skateboarding.

The Collaboration



Different adaptations of the works are made to a capsule of both clothing and objects from the world of skateboarding.

Commercialization

Minishop Madrid

Welcome Madrid

Thyssen Museum Store

Loreak Mendian Stores

Presentation event

TBD

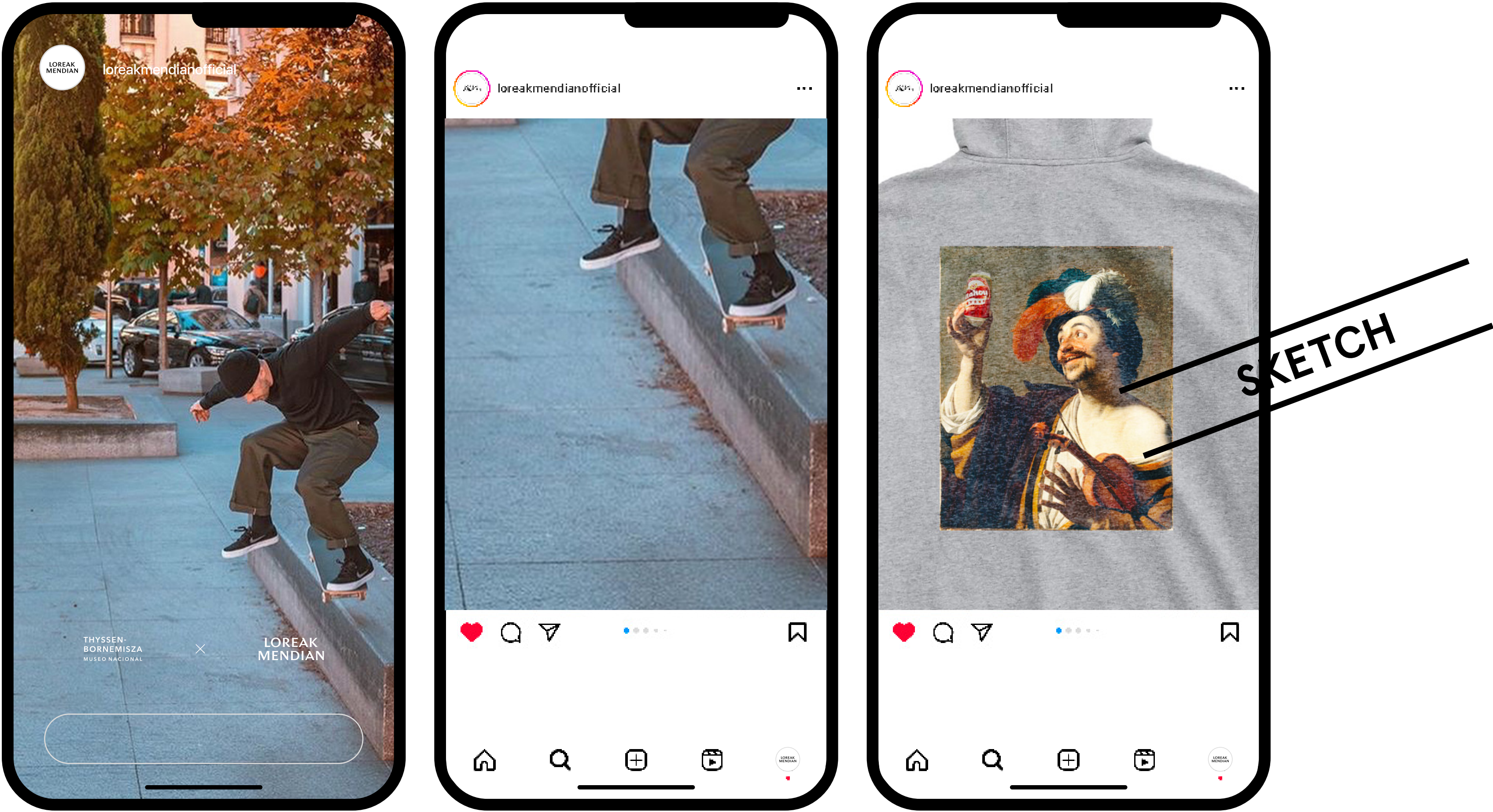
Capsule presentation event at Welcome Madrid with the viewing of a skate video made for the collaboration.

Store Windows



SKETCH

RRSS



Website Landing

