

—idolitryline®

hydrocodone bitartrate and acetaminophen tablets, USP



The evolution of modern medicine has given man the possibility to modify his cerebral chemistry to suit any of the needs of the whimsical psyche. The use of drugs to treat ailments of the body and mind is an ancient practice, but only in the last fifty years have we had the technological requirements to fine-tune it. Starting from the 1950s medical drugs became a common standard with which to treat mental illnesses, and over the next decades the scope of their use spread to many behavioral disorders, such as anxiety, insomnia or depression. Inevitably, these drugs became instruments in a search for beauty and happiness, and so hypnotic drugs were fashioned to induce sleep, opiates were synthesized to treat pain more effectively, amphetamines employed to overstimulate the metabolism and help patients lose weight. As with all other substances they were used, misused and abused over the years.

With this collection I try and translate some of the most successful pharmaceutical drugs, such as psychotropics Xanax, Ambien and Vicodin, multi-vitamins, HIV drugs, etc into silhouettes by blending the purpose and the effect of each drug with its respective chemical composition. Most molecules are composed of oxygen, nitrogen, hydrogen and carbon (sometimes chlorine), and I have attributed a particular fabric and colour combination to each element that, together with its molecular structure helped me define what element should be represented by what layer in each silhouette and how the respective layers should be made.

It is influenced by the surgical, the clean and the meticulously obsessed, and this is inevitably reflected in the design, which presents strong connections with sanitary and medical uniforms, but this is also largely because I was concerned with the emotional spectrum connected with the employment of drugs to achieve a particular form of perfection, such as the obsessive desire behind the search for True Beauty (TB being purely the unachievable *perfect*) or Perfect Health, or the cultural and social forces that push us to fix any unbalances we may experience in order to maintain our inner balance constant and unchanged. I was also concerned with exploring modern culture's obsession with beauty and how this is marketed to our generation, and this also makes up an important part of the collection's style. I tried to adhere to a philosophy of design that would induce me to create a desirable collection, something with 'product-feeling', a 'must-have' for an idyllic life-experience, so that the outcome would be warm, healthy clothing. I tried to recreate the feeling of advertisement, which is especially strong in the pharmaceutical industry. A good example is the design of pills, carefully selected so that the physical representation of the chemical agent looks safe and user-friendly, something you would like to keep in your purse or in a bowl by the front door, rather than something that interferes with your body chemistry and as a consequence your psyche or mind. In fact, something that you cannot do without, a vital piece in the daily arrangement of our lives, that helps us with the struggles of our professional and personal lives, something that creates a space in which only the self exists, unfettered by forces external to it.