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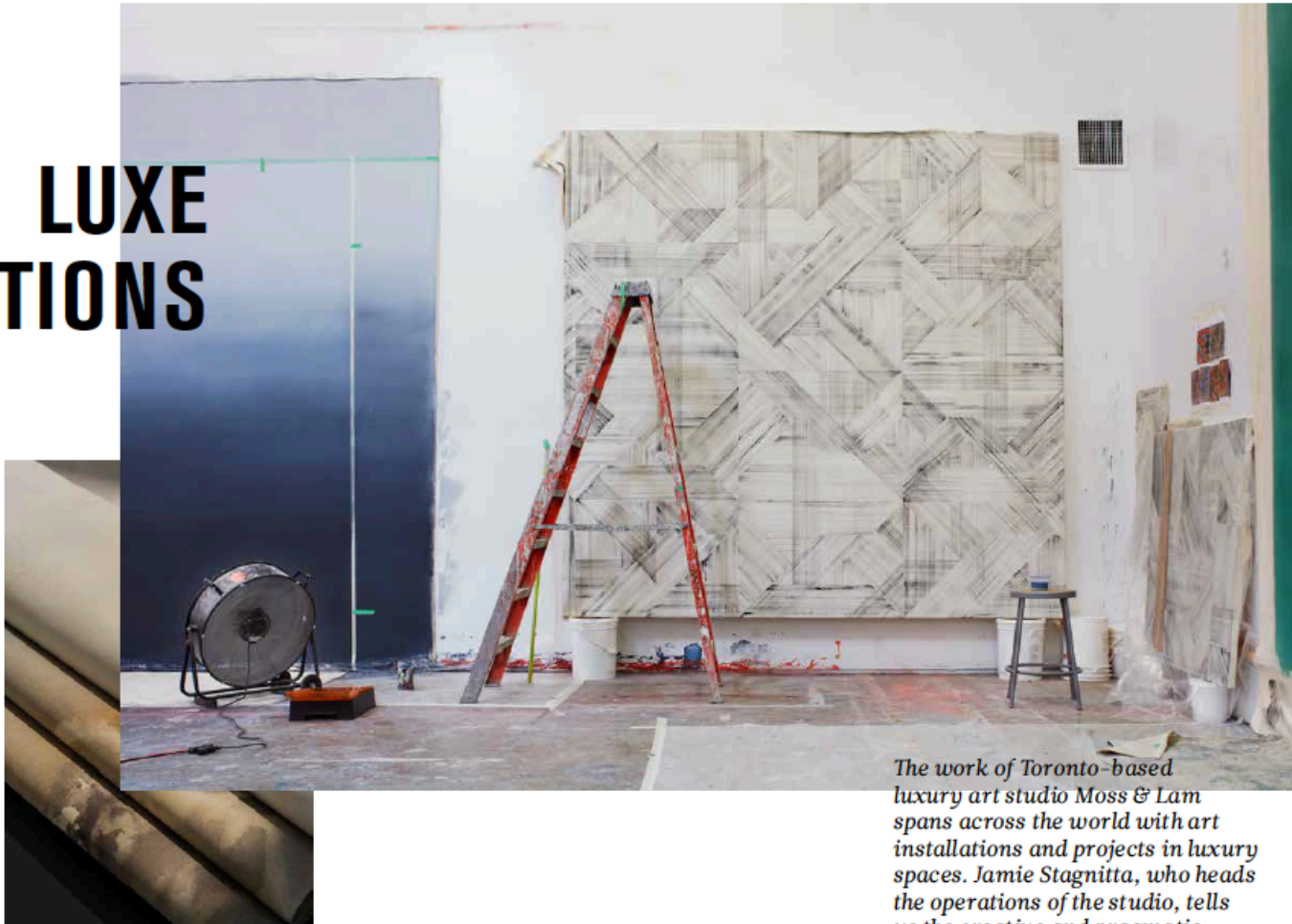
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MODERN REVIVAL
MID-CENTURY MODERN DESIGN

WILLIAM KAMKWAMBA . CHARLES & RAY EAMES . BILL BENSLEY . JAMIE STAGNITTA
MILAN FURNITURE FAIR . MCLAREN GOOLT SPIDER . MERCEDES-BENZ EQC

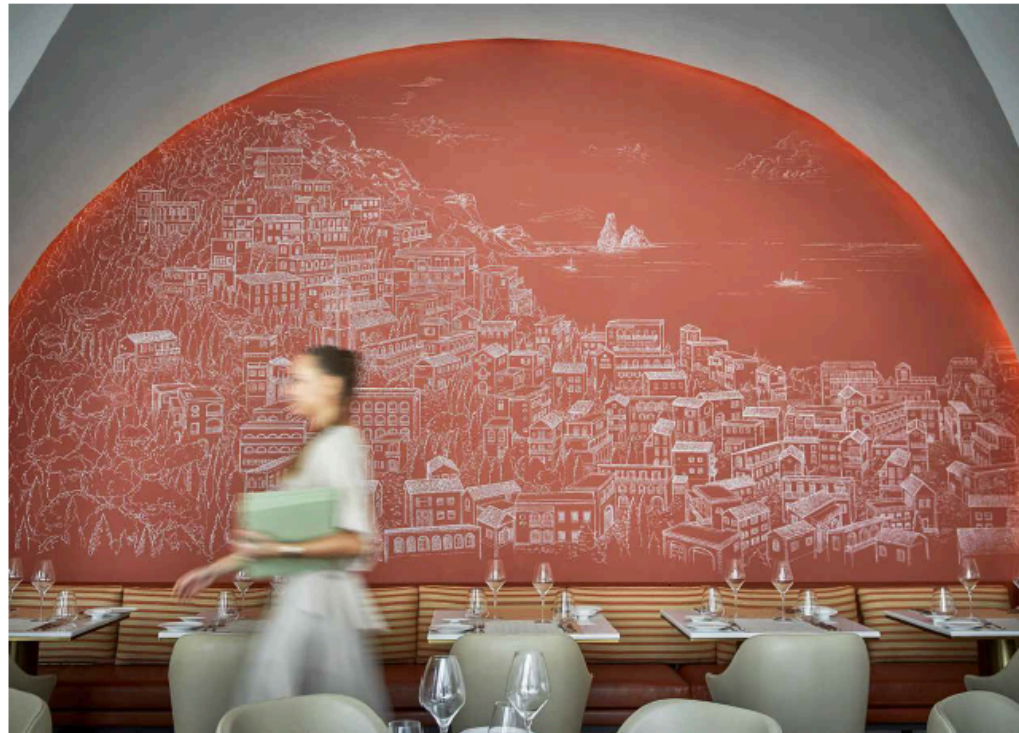
LUXE CREATIONS



WORKS PROVIDED BY JAMIE STAGNITTA, PHOTOS BY MOSS & LAM

The work of Toronto-based luxury art studio Moss & Lam spans across the world with art installations and projects in luxury spaces. Jamie Stagnitta, who heads the operations of the studio, tells us the creative and pragmatic aspects of operating the art studio

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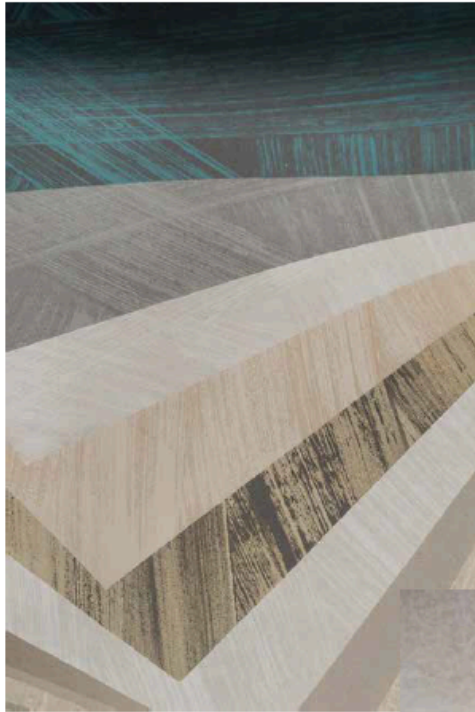


Luxury art studio Moss & Lam is no stranger to elaborate installations. Clients who have commissioned projects over the years include luxury brand names such as Louis Vuitton. The firm was founded by the principal and creative director Deborah Moss with her partner Edward Lam in 1987. Following Lam's passing in 2013, Moss has carried the firm forward, building a close-knit team of artists and designers.

Working hand in hand with Moss is Jamie Stagnitta who immerses in the creative aspects and runs the operations. The studio has expanded its portfolio with projects in Asia. Its latest installations can be found in some of the region's top hotels such as Raffles Hotel, Rosewood Guangzhou and Park Hyatt Shenzhen.

The studio's work for contemporary restaurant yi by Singaporean celebrity chef Jerome Leung, for one, features an expansive artwork. Hand-formed flowers cascade from the ceiling and down the walls. It spans seven metres from the entrance through a winding passageway to the main dining room. For Park Hyatt Shenzhen, the work included seven hand-painted murals, framed dioramas, ceramic sculptures and a ceiling-suspended mobile.

Creating art on such a scale presents creative and technical challenges that the studio handles on a day-to-day basis. The artists and designers believe in pushing beyond their comfort zone to create something new. "This often means exploring new materials and fabrication processes. When we approach an artwork with the goal of challenging ourselves to work in ways we have never tried, the result has a greater sense of achievement, growth and reward," Stagnitta explains.



Jane Stagnitta



Having worked with clients on opposite sides of the globe, he has found that, based on location alone, there is “no tangible difference in what a client in Asia will appreciate versus what a client in North America appreciates”. That said, as the world becomes smaller, and with the ease of exposure to art and culture everywhere, creating art for worldly clients comes with a new set of challenges.

Moss & Lam strives to produce compelling artwork and concepts that takes narrative seriously, with each project telling a story. “So, while the overall feeling of the artwork strives to be worldly and compelling, the symbols, metaphor and techniques used in the artwork, in other words, the language we use to convey the story, will contain elements that reference specific locales, customs, histories and sense of place. We always reference the familiar in what we hope is a modern and current approach, a reinterpretation that is not necessarily limited to any one place,” he adds.

With a multi-cultural team on board, the studio benefits from different cultures and perspectives. According to Stagnitta, the studio has a fluid team of between 20 to 30 artists, six designers and a team of creative and project managers. All take on different roles and responsibilities, even as they may have specific skills and expertise, be it

in sculpting, photography, printmaking and so on. He shares, “We are proud that our entire team consist of people who are trained in artmaking. Every team member at Moss & Lam has a skill and an ability in artmaking that can be counted on or tapped into at any given time.”

In addition to its custom art projects, the studio has also released product collections. One of them is the Moss & Lam Canvas line, which represents the studio’s aesthetic and its love for canvas and paint. Individuals can have access to these works of art for their homes. The studio has also released handcrafted furniture. The new series, the Playtime, allow playful configuration as and when preferred.

With at least four projects at any given time, theirs is a bustling studio, anchored by “perseverance, adaptability and a sense of fearlessness”. Everyone has the chance to express themselves on any aspect of the projects. There would be teams working on moulding, painting murals or assembling a mobile. A team could be out of the country finishing an installation somewhere. Notably, they have just achieved their dream project: curating and creating an art programme for an entire hotel. Moss & Lam designed and produced the artworks in the public spaces and guestrooms using prints, photographs, sculptures, paintings and other media for the Las Alcobas Hotel in St Helena.

It sounds like a whirlwind. When asked what he is looking forward to, Stagnitta says, “Honestly, I don’t think of the future too much. I’m not sure if that’s a good or bad thing. I am too focused on the immediate, sometimes obsessing about what has my attention at the moment, but so far, I think this approach has worked out okay for me.” **ID**