

YOU ARE BEAUTIFUL AND YOU ARE ALONE

YOU

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A TRUE STORY, Αληθὴ σὶν ἡμᾶτα, ACCORDING TO LUCIAN OF SAMOSATA

HELLO, MY NAME IS UGO MARI⁰¹ I WAS BORN IN ITALY, IN MISERY AND CRIES⁰² MY LIFE IS NOT EASY, IT IS NOT FUN-KY⁰³ I'M ENZO MARI'S YOUNGEST BROTHER⁰⁴ NOBODY KNOWS ANYTHING ABOUT MY LIFE, MASKED, I KEPT GOING FORWARD⁰⁵ SO HERE'S MY STORY FROM A TO Z⁰⁶ YOU WANNA GET WITH ME YOU GONNA LISTEN CAREFULLY⁰⁷ ENZO ALWAYS CARED FOR WHAT I SAID, ALWAYS CARED FOR GAMES I PLAYED⁰⁸ HE ALWAYS CARED FOR WHAT I DID, ALWAYS CARED FOR WHAT I KNEW⁰⁹ THAT'S HOW IT WENT WHEN WE WERE KIDS¹⁰ BUT ONE DAY, ENZO BEGAN STEALING EVERYTHING FROM ME¹¹ IT WAS A GLORIOUS OCCUPATION FOR HIM¹² HOW CAN HE JUST LEAVE ME STANDING? ALONE IN A WORLD THAT'S SO COLD¹³ MAYBE I'M JUST TOO DEMANDING, MAYBE I'M JUST LIKE OUR FATHER TOO BOLD¹⁴ MAYBE HE'S JUST LIKE OUR MOTHER SHE'S NEVER SATISFIED¹⁵ WHY DID WE SCREAM AT EACH OTHER?¹⁶ I HAVE SOMETHING TO TELL YOU¹⁷ I'M GOING TO BETRAY A SECRET¹⁸

01 THE SIMPSONS, TREEHOUSE OF HORRORS VII,
1996
02 DOC GYNECO, NÉ ICI, 1996
03 DOC GYNECO, NÉ ICI, 1996
04
05 FRIEDRICH NIETZSCHE, BEYOND GOOD AND
EVIL, 1886
06 SPICE GIRLS, WANNABE, 1996
07 SPICE GIRLS, WANNABE, 1996
08 METALLICA, NOTHING ELSE MATTERS, 1991
09 METALLICA, NOTHING ELSE MATTERS, 1991
10 LUDACRIS, GROWING PAINS, 2001
11 MALCOLM MCLAREN
12 MALCOLM MCLAREN
13 PRINCE, WHEN DOVES CRY, 1984
14 PRINCE, WHEN DOVES CRY, 1984
15 PRINCE, WHEN DOVES CRY, 1984
16 PRINCE, WHEN DOVES CRY, 1984
17 ADOLF LOOS, LA SUPPRESSION DES MEUBLES,
1924
18 ADOLF LOOS, LA SUPPRESSION DES MEUBLES,
1924

THERE IS NO LONGER ANY MODERN
FURNITURE¹⁹ THE WORST THING THAT
BEING A DESIGNER COULD DO TO YOU²⁰
WOULD BE THAT IT WOULD MAKE
YOU SLIGHTLY UNHAPPY CONSTANTLY²¹
ENZO MADE OBJECTS BECAUSE HE
LIKED IT, AND HE THOUGHT WHAT
HE WAS MAKING WAS BEAUTIFUL²² AND
IF HE THOUGHT IT WAS BEAUTIFUL,
MAYBE I'LL THOUGHT IT'S BEAUTIFUL
TOO²³ SAID I MISS ENZO, MISSING
HIM INSANE BUT IF I GOT WITH HIM,
COULD IT FEEL THE SAME²⁴ ON STRAN-
GER WAVES, THE LOWS AND HIGHS
OUR VISION TOUCHED THE SKY²⁵
I ALWAYS TOLD HIM TO DO STUFF
THAT LASTS FOR AT LEAST 100 YEARS
OR EVEN 1000 YEARS²⁶ BUT OBJECTS
ARE WHAT MATTER ONLY THEY CARRY
THE EVIDENCE THAT THROUGHOUT
THE CENTURIES²⁷ SOMETHING REALLY
HAPPENED AMONG HUMAN BEINGS...²⁸
EVEN IN MAKING OBJECTS²⁹ AS SOON
AS YOU START TO GET THE FEELING
THAT SOME FORM OF CRAFT IS
COMING INTO PLACE³⁰ YOU REALIZE
THAT EVERYTHING IS WRONG³¹

19 ADOLF LOOS, LA SUPPRESSION DES MEUBLES,
1924
20 J.D. SALINGER, NINE STORIES, 1953
21 J.D. SALINGER, NINE STORIES, 1953
22 LOU REED, ABOUT KANYE WEST'S YEEZUS
ALBUM, 2013
23 LOU REED, ABOUT KANYE WEST'S YEEZUS
ALBUM, 2013
24 BEYONCE, I MISS YOU, 2011
25 JOY DIVISION, A MEANS TO AN END, 1980
26 ENZO MARI
27 CLAUDE LÉVI-STRAUSS
28 CLAUDE LÉVI-STRAUSS
29 JEFF KOONS
30 JEFF KOONS
31 JEFF KOONS

BECAUSE CRAFT IS REALLY JUST A
FETISH³² IT IS WASTED ENERGY³³
I BELIEVE THAT THE DESIGNER'S IN-
VOLVEMENT IN THE CAPITALIST
STRUCTURE³⁴ IS DISADVANTAGEOUS
TO THE DESIGNER³⁵ AND FORCES HIM
TO PRODUCE OBJECTS IN ORDER TO
LIVE³⁶ ENZO DIDN'T TRUST ME SO WE
CHANGED OUR WAYS, TOOK DIFFERENT
ROADS³⁷ AT THAT TIME, I WOULD HAVE
LOVED TO SET UP A SLOW FACTORY³⁸
USING ONLY STEAM AS A SOURCE OF
ENERGY WHERE ENZO AND ME COULD
HAVE USED IT³⁹ TO BEND WOOD, COOK
SOME FISH AND TAKE A SAUNA AT THE
END OF THE DAY⁴⁰ A PLACE WHERE
LABOR IS EXTERNAL TO THE WORKER,
A PLACE WHERE LABOR DOES NOT
BELONG TO HIS ESSENTIAL BEING⁴¹
I WOULD HAVE LOVED TO GO BACK TO
MILAN FOR SALONE DEL MOBILE,
WHICH IS AN ABSURD EVENT⁴² WI-
THOUT HAVING ANYTHING TO SHOW
AND INVITE 12 FRIENDS FOR LUNCH
EACH DAY⁴³ WITH MY BROTHER,
I WOULD HAVE LOVED TO TRAVEL
TO DETROIT WHERE IT'S ROUGH AND

32 JEFF KOONS
 33 JEFF KOONS
 34 SOL LEWITT
 35 SOL LEWITT
 36 SOL LEWITT
 37 JOY DIVISION, LOVE WILL TEAR US APART,
 1980
 38 DE STIHL, CAMP #01, 2011
 39 DE STIHL, CAMP #01, 2011
 40 DE STIHL, CAMP #01, 2011
 41 KARL MARX, ECONOMIC AND PHILOSOPHIC
 MANUSCRIPTS OF 1844, 1844
 42 DE STIHL, CAMP #03, 2012
 43 DE STIHL, CAMP #03, 2012
 43 LEONARDO DA VINCI, THE LAST SUPPER, 1498

I'M NOT A SMOOTH TALKER⁴⁴ I WOULD
 HAVE LOVED TO OPEN A NIGHT CLUB
 IN LONDON⁴⁵ A PLACE WHERE ORDINA-
 RY PEOPLE COULD EXPERIMENT
 WITH COCAINE, LSD⁴⁶ AND SET A BAD
 BAD EXEMPLE⁴⁷ I WOULD HAVE LOVED
 TO ORGANISE A TV SHOW WHERE
 NONE OF THE GUESTS WOULD HAVE
 SHOWN UP⁴⁸ IT IS PHYSICAL, TELEVI-
 SION SCREENS MAKED US NAUSEOUS⁴⁹
 I WOULD HAVE LOVED THAT ENZO AND
 ME HAVE HAD THE CHANCE TO TALK⁵⁰
 ABOUT THE FIRST MAN ON THE MOON
 TO ART STUDENTS⁵¹ OR EVEN PRINT
 A NEWSPAPER WITH THEM ABOUT
 MODERN MYTHOLOGY⁵² MAKE THEM
 BUILT HUNDREDS OF CHAIRS IN ONE
 DAY FOR A LECTURE ABOUT EXHAUS-
 TION⁵³ PRODUCE A RECORD THAT
 NO ONE COULD LISTEN TO OR RUN A
 CAFE THAT WOULD GO CRESCENDO...⁵⁴
 AND HE CLAIMED HE GOT SOMETHING
 GOING SOMETHING HE CALLED
 UNIQUE⁵⁵ BUT I'VE SEEN HIS SELF-PITY
 SHOWING AS THE TEARS ROLLED
 DOWN HIS CHEEKS⁵⁶ I CRIED SO MUCH
 THAT I BECAME A LITTLE ISLAND IN

44 DE STIHL, CAMP #04, 2012
 44 EMINEM
 45 DE STIHL, CAMP #05, 2012
 46 SOFT CELL, FRUSTRATION, 1981
 47 SOFT CELL, FRUSTRATION, 1981
 48 DE STIHL, CAMP #06, 2013
 49 PIER PAOLO PASOLINI
 50
 51 DE STIHL, TALK #01, 2013
 52 DE STIHL, WORKSHOP #01, 2013
 53 DE STIHL, WORKSHOP #02, 2013
 54 DE STIHL, RECORDS #01, 2013
 54 DE STIHL, CAMP #07, 2013
 55 SIXTO RODRIGUEZ, CRUCIFY YOUR MIND, 1970
 56 SIXTO RODRIGUEZ, CRUCIFY YOUR MIND, 1970

THE MIDDLE OF THE OCEAN⁵⁷ SO
 I MOVED, I HAD TO GO, LEAVE, BIFUR-
 CATE, I HAD TO ESCAPE, I HAD TO
 RUN AWAY, I HAD TO LEAVE⁵⁸ I HAD TO
 BE ECLIPSED, I HAD TO CAMOUFLAGED
 MYSELF⁵⁹ I HAD TO DISAPPEAR⁶⁰ AS
 VERLAINE SAYS SO WELL “WHERE ILL
 WINDS BLOW”⁶¹ SO I LEFT IN THE
 MORNING WITH EVERYTHING I OWNED
 IN A LITTLE BLACK CASE⁶² ALONE
 ON A PLATFORM THE WIND AND THE
 RAIN ON A SAD AND LONELY FACE⁶³
 ANOTHER PLANE, ANOTHER TRAIN,
 ANOTHER BOTTLE IN THE BRAIN⁶⁴
 ANOTHER GIRL, ANOTHER FIGHT, DRI-
 VING ALL NIGHT, CHASING SOME
 MIRAGE⁶⁵ IN ANOTHER LAND WHERE
 THE BREEZE AND THE TREES AND
 FLOWERS WERE BLUE⁶⁶ A LAND
 SO BIG, CHOICES SO INFINITE⁶⁷ WHERE
 SHALL I GO? LOS ANGELES OR NEW
 YORK?⁶⁸ I LET FATE DECIDE, HEADS
 NEW YORK, TAILS LOS ANGELES⁶⁹
 I WENT TO NEW YORK⁷⁰ ♪ CEASE TO
 KNOW OR TO TELL OR TO SEE OR
 TO BE YOUR OWN ♪⁷² ♪ HAVE SOMEONE
 ELSE’S WILL AS YOUR OWN ♪⁷³

57 BERNARD-MARIE KOLTÈS, ROBERTO ZUCCO, 1996
 58 MC SOLAAR, BOUGE DE LÀ, 1991
 59 MC SOLAAR, BOUGE DE LÀ, 1991
 60 MC SOLAAR, BOUGE DE LÀ, 1991
 61 SERGE GAINSBORG, JE SUIS VENU TE DIRE
 QUE JE M'EN VAIS, 1973
 62 BRONSKI BEAT, SMALLTOWN BOY, 1984
 63 BRONSKI BEAT, SMALLTOWN BOY, 1984
 64 BEATIE BOYS, NO SLEEP TILL BROOKLYN, 1986
 65 BEATIE BOYS, NO SLEEP TILL BROOKLYN, 1986
 66 BRUCE SPRINGSTEEN, THE PROMISED LAND,
 1978
 66 THE ROLLING STONES, IN ANOTHER LAND, 1967
 67 EDDIE MURPHY, COMING TO AMERICA, 1988
 68 EDDIE MURPHY, COMING TO AMERICA, 1988
 69 EDDIE MURPHY, COMING TO AMERICA, 1988
 70 EDDIE MURPHY, COMING TO AMERICA, 1988
 71
 72 NICO, AFRAID, 1970
 73 NICO, AFRAID, 1970

♪ YOU ARE BEAUTIFUL AND YOU ARE
 ALONE ♪⁷⁴ I'M TOO SAD TO TELL ENZO⁷⁵
 WE DON'T NEED TO ESCALATE,
 YOU SEE⁷⁶ WAR IS NOT THE ANSWER
 FOR ONLY LOVE CAN CONQUER HATE⁷⁷
 YOU KNOW WE'VE GOT TO FIND A
 WAY, TO BRING SOME LOVIN' HERE
 TODAY⁷⁸ EVERYTHING I DO, I DO
 IT FOR YOU⁷⁹ 'CAUSE IN THE DARKNESS
 I HEAR SOMEBODY CALL MY NAME⁸⁰

- 74 NICO, AFRAID, 1970
75 BAS JAN ADER, I'M TOO SAD TO TELL YOU,
1971
76 MARVIN GAYE, WHAT'S GOING ON, 1971
77 MARVIN GAYE, WHAT'S GOING ON, 1971
78 MARVIN GAYE, WHAT'S GOING ON, 1971
79 BRYAN ADAMS, (EVERYTHING I DO) I DO IT
FOR YOU, 1991
80 BRUCE SPRINGSTEEN, STREETS OF FIRE, 1978

THANK .
YOU
KEVIN .
ET HUGO

WWW.
DESTIHL .
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I'VE EXISTED FROM THE MORNING
OF THE WORLD AND I SHALL EXIST
UNTIL THE LAST STAR FALLS
FROM THE NIGHT. ALTHOUGH I HAVE
TAKEN THE FORM OF GAIUS CALIGULA,
I AM ALL MEN

AS I AM NO MAN
AND THEREFORE
I AM GOD.

MALCOM MC DOWELL
AS CALIGULA IN CALIGULA
BY TINTO BRASS, 1979

