



For Alioum Moussa, clothing expresses a way of being and appearing related to the social fabric. Through the needle and thread, Alioum Moussa explores clothing and its possibilities, using only second-hand, discarded clothes. The garment was the central subject of his work during his residency UNIDEE 2010, and after observing the universe of fashion in the leading fashion cities such as New York, Paris and Milan, Alioum created the art project doGoodGoods, with the aim of mocking the current fashion industry. The idea of the doGoodGoods project is to collect used clothing and remodel them from sketches in the artist's notebook. Through hand embroidery and a touch of graphic design, these discarded or abandoned clothes in the end become unique pieces of art. Alioum's work, in the various places it has developed (so far), includes meetings with many associations operating with the aim of charity and solidarity through a collection of clothing in aid of the populations of countries in southeast Asia, Latin America and Africa. It often happens that useless clothes like coats, jumpers and windbreakers from the western countries get to Cameroon, his birthplace. Alioum works on these garments, transforming them to obtain something which, even though useless from a practical point of view, has its worth in the aesthetic beauty and in the criticism towards the fashion system.

Project author or developer:
Alioum Moussa

Where:
CM / Cameroon / Douala

Website:
alioummoussa.wordpress.com/projets/

