



LEVI'S JUNK JEANIUS

LEVI'S are always on the look-out for avant-garde ways to promote their image, and have now designated an official artist to interpret their products in an innovative way. Ann Carrington's work is typified by her use of discarded odds and ends which she cleverly transforms into witty and animated sculptures. Intrigued by a piece of her work featuring a map of the USA made from scraps of old jeans, Levi's commissioned her to create something special from their denim. Ann was attracted to the idea

of making American icons - recycling the cloth into sculptures which conjured up the image of the Wild West. In her hands a pair of jeans metamorphoses into a spiky cactus complete with a 'red tag' flower, or a Red Indian head-dress resplendent with coloured denim 'feathers'. Her work is currently being exhibited at Levi's stores worldwide and the collaboration is set to continue as an ongoing project into 1996. Ann Carrington can be contacted on: +44 171-359 0325