

## doGoodGoods After Now project - Moussa Alioum and Art Bakery



Project author or developer:  
**doGoodGoods After Now project - Moussa Alioum and Art Bakery**

Where:  
**IT / Italia / Provincia di Biella**

Website:  
**[www.visibleproject.org/blog/project/dogoodgoods-after-now-project/](http://www.visibleproject.org/blog/project/dogoodgoods-after-now-project/)**

doGoodGoods - After Now Project was made to wonder and open a discussion about the social transformation.

After his residence UNIDEE 2010 at Fondazione Pistoletto in Biella (Italy), the cloth became the central subject of Alioum Moussa's work, object of all his experiments and investigations. He created a creative concept (doGoodGoods) exploring a branch of fashion design that uses exclusively second-hand clothes or abandoned ones. The project is also experimental of the artist's spirit. As second stop of the project doGoodGoods (Biella 2010), doGoodGoods "After Now" turns around the clothes tendencies between the poles Nord-Sud, and re-writes the problems bounded to the "frillery tendency" in their environment. From the textile drosses of the North that departure inside containers of the ports and cities of the South, Alioum Moussa makes a brand new artistic and social concept out of frippery, that goes beyond the establish edges.

