

Silhouette

N° 81 JOURNAL 2022

MOMENTS OF
LIGHTNESS

Silhouette

EMPOWERED
BY LIGHTNESS



EDITORIAL

Dear Readers,

Let's talk about lightness. Is it all about being as light as a feather, as some of us might think? Lightness has the power to change our everyday lives. It's not just about reducing the physical property of weight; it works at much deeper levels too. Lightness is a feeling, but there is more to it than that. It's about mastering life with nonchalant ease - no matter what situations life throws at us.

We internalize our everyday life through our experiences and through the things around us. Let's take Silhouette eyewear, for example. Weighing just 1.8 grams, these iconic rimless models are in a league of their own: the featherweight! Their construction appears delicate, almost invisible, emphasizing the character of the face, rather than dominating it.

Lightness can also be an expression of respect - towards people, as well as nature. Let's take the exquisite temples on our rimless eyewear, for example. The minimal use of materials, which saves on resources, combined with maximum quality of production, wearing comfort and design. The same applies to all eyewear in the Silhouette portfolio.

For us, lightness stands for a world without borders, in which anything is possible. We hope this is reflected in our actions. Find out for yourself.



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THE WORLD
BELONGS
TO THOSE
WHO ARE
LIGHT-
HEARTED,
SEE CLEARLY
AND DREAM
BIG—WITHOUT
LIMITS.



The cover features The Limited Edition Futura Dot from the Silhouette Heritage Collection.

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STAR LIGHT


OUR STARS IN SPACE

PHOTOGRAPHER: SINCINETTI

HAIR & MAKE-UP: WOLFGANG LINDENHOFER

STYLING: WOLFMICH





Model TMA - The Icon II
Frame color Midnight Blue
Lens shape LB

HERS

Model **TMA - The Icon II**

Frame color **Moonlight Silver**

Lens shape **EA**

HIS

Model **TMA - The Icon II**

Frame color **Moonlight Silver**

Lens shape **EG**





HERS

Model TMA - The Icon II

Frame color Radiant Rosegold

Lens shape IY

HIS

Model TMA - The Icon II

Frame color Twilight Gold

Lens shape EP



Model TMA - The Icon II
Frame color Midnight Blue
Lens shape LB

Model TMA - The Icon II
Frame color Moonlight Silver
Lens shape DW



Model TMA - The Icon II
Frame color Moonlight Silver
Lens shape EL





Model TMA - The Icon II
Frame color Moonlight Silver
Lens shape ES

Model TMA - The Icon II
Frame color Midnight Blue
Lens shape LB



1964: SILHOUETTE IS FOUNDED
1999: TMA
2000: FIRST SPACEFLIGHT WITH TMA ON BOARD

VOYAGE INTO SPACE

SILHOUETTE EYEWEAR
HAS SPENT 11,243
HOURS ON BOARD
REAL SPACEFLIGHTS.

In 1999, Silhouette created the Titan Minimal Art (TMA), a pair of rimless titanium-framed eyewear weighing only 1.8 grams. Due to the frame's lightweight, hinge-less, screwless construction, a leading space agency adopted the TMA as the standard for its astronauts in 2000. TMA's light-weight and innovative technology were important factors in the decision. The screwless design is ideal for space travel because there is no risk of any components becoming loose, enhancing safety and preventing potential injuries and damage to equipment. And thanks to Silhouette's special high-tech titanium alloy, the glasses are extremely durable despite their elasticity and lightness. Additionally, they are impervious to fluctuations in momentum and G-forces all while keeping their perfect, flexible fit - even in zero-gravity conditions.



For the "Starlight" photo-shoot, Austrian artist Clemens Wolf created a ten-foot-wide model of the moon in his Vienna studio. The wooden construction is layered with paper-mâché and plaster.

DAY 3:
PLASTER



DAY 2:
PAPER-MÂCHÉ



DAY 1:
WOODEN CONSTRUCTION



JOURNEY TO THE MOON

Clemens Wolf at work creating the moon



SILHOUETTE GLASSES HAVE ACCOMPANIED ASTRONAUTS ON 37 SPACE MISSIONS. FOR THIS MISSION, THEY TRAVELED TO THE MOON WITHOUT EVER LIFTING OFF THE GROUND.

NK---NORMAN KIETZMANN---INTERVIEWER

CW---CLEMENS WOLF-----ARTIST

NK *Where do you find your motivation as an artist?*

CW The search for that unrepeatable moment. Many of my works depend heavily on light. Because light is never the same, there's a very sensual potential in the way we perceive it. An image can be static but it is changed by the effect of light. This triggers a mental association or a memory in the viewer's mind, which is always something very personal. That's why I don't give my works specific titles. I don't want to get in the viewer's way. It's an intense, personal moment that everyone should experience for themselves.

NK *When are you most inspired?*

CW When I am working. There are times when I'm mostly focused on creating new work. And because my work is usually quite messy, there's the clean-up afterwards. Cleaning is a purifying process where I collect the leftovers by hand. You could say I'm having a dialog with my own work. I think about whether I really need to get rid of something or whether it might potentially lead somewhere.

NK *Like suddenly coming to a fork in the road?*

CW Exactly. For me, the best kind of plan is one that takes an unexpected turn. It allows for things to emerge during work that weren't planned but are ultimately much better. I'm not a drawing-board type of artist who plans everything down to the smallest detail. Of course, I'll have an underlying concept and a lot of thought goes into it. But when I'm actually creating, I keep watching for those moments when the concept might take a sudden, unexpected twist.

What puts you in a good mood?

NK

Realizing that I made the right calls and that the end product lives up to the initial vision. It's like the weight suddenly falls off my shoulders and I feel like all my hard work has paid off. After that, I keep working until everything is wrapped up and the next cycle can begin with a new series.

CW

What kinds of topics are you drawn to?

NK

At first, I used to call my works landscape painting because I'd choose things like ruins, fences, or wastelands as motifs. Those two-dimensional works slowly evolved into sculptures made out of fencing materials. I was

CW



interested in boundaries: limits of perception, limits of possibility, limits of the imagination. This eventually developed into a series that I made using parachutes. I used epoxy resin and paint to preserve the rippled structure of parachutes that had been taken out of service because they were too old. To me, they represented a kind of

ruin. I also want my work to break the taboo of art being untouchable. I encourage my viewers to touch the works, as long as they are careful. That makes them feel like they almost have an obligation to touch it. It's too tempting not to.



Artwork Clemens Wolf

THE S H A P E OF T H I N G S



DRESS THEM
UP OR DOWN.
TMA - THE ICON
TAKES YOU FROM
WORK TO WEEKEND
WITH EASE.



Model TMA - The Icon
Frame color Twilight Ruthenium
Lens shape IS

The shape of your face determines whether you should go for oval, round, rectangular, or square lenses. And when choosing the right pair of eyewear, you should also pay close attention to the width of the frame and the length of the temples. TMA – The Icon is available in 16 different colors and over 400 lens shape variations. In addition, the bridge and

temples can be adjusted to different lengths. The minimalist design opens the door for countless design possibilities, but never steals the show. Instead, they perfectly contour to your face and your personal style.

The Virtual Try-on Tool at [silhouette.com](https://www.silhouette.com) lets you explore all the different sizes and shapes that Silhouette has to offer - with easy access from your home or on the go.

ART ON THE STREETS OF MIAMI BEACH.



Pop-up Boutique **Silhouette**



Artwork **Jessy Nite** *Moment of Lightness*

Contemporary artist Jessy Nite created an installation for Silhouette's first pop-up boutique in Miami. Made from polygonal shapes in various shades of blue, the artwork was inspired by Silhouette's signature lightweight eyewear. Jessy Nite is known for her large-scale shape installations and playful use of color and typography.



Gallery Skarstedt **Art Basel**



Gallery Frank Elbaz **Art Basel**

Every year, the Sunshine City becomes the backdrop for Art Basel, a renowned international art fair. Throughout the fair season, the sun-drenched Miami streets are adorned with installations and temporary galleries. This year, Silhouette was among the many visitors drawn to the city to enjoy the creative, vibrant atmosphere.



**THE SILHOUETTE
SUN COLLECTION
MIAMI 2022**

Where better to test drive a new pair of sunglasses than in Miami?

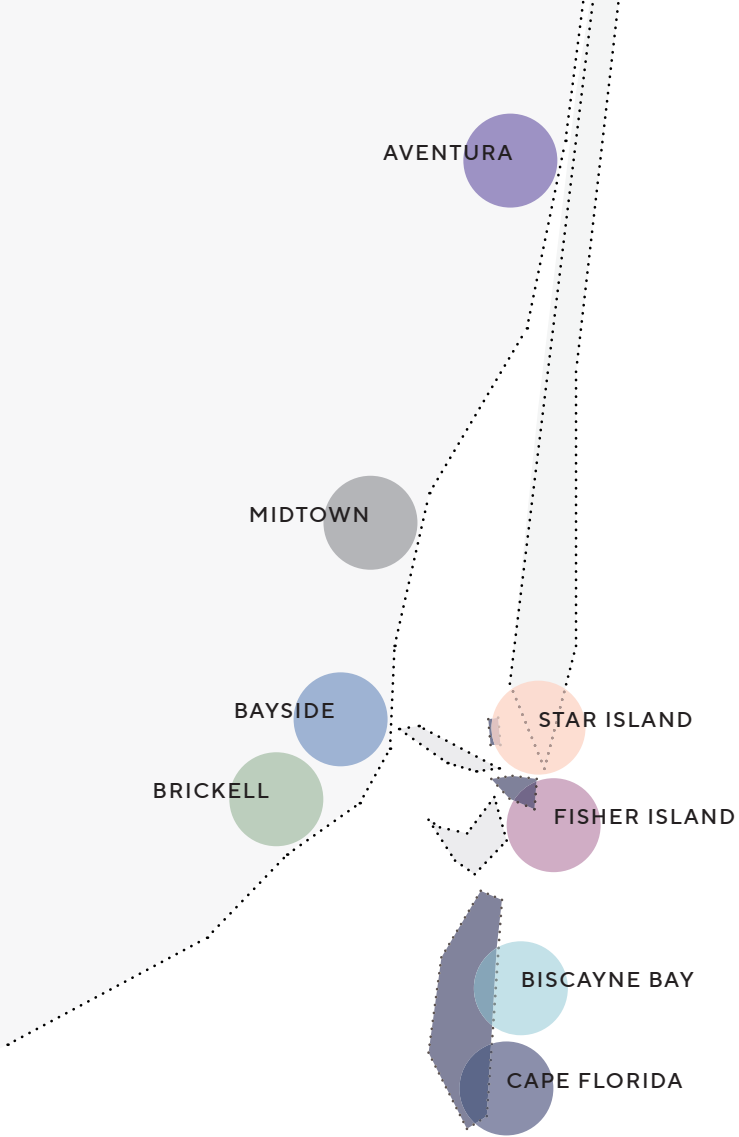
Here, the sunshine shimmers through the palm trees and the waves murmur, creating a feeling of pure relaxation. Meanwhile, the pastel buildings are reflected in the turquoise sea. This sunny paradise is what inspired the new Silhouette sunglasses collection.

All the models are named after locations in and around Miami. They combine Silhouette's innovative sun protection technology with the sensual beauty of a tropical paradise.



**A DANCE OF
SHADOWS
AND LIGHT
A NEW
COLLECTION
INSPIRED BY
MIAMI'S
TROPICAL
VIBE.**





EACH MODEL
TAKES ITS
NAME FROM AN
INSPIRING
LOCATION ALONG
FLORIDA'S
SOUTHERN
COAST.



JOURNAL

UNIQUE PIECE OF THE UNIVERSE

MICAH
JOHNSON

Micah Johnson oscillates between different worlds. After playing for the Chicago White Sox, Los Angeles Dodgers and Atlanta Braves, he ended his baseball career in 2018. Since then, the 31-year-old has made a successful pivot into the art world as an autodidact.

"THIS MOMENT IS LIKE THE DIGITAL RENAIS- SANCE."

When he heard his nephew ask if astronauts could be black, he began painting the boy with an oversized astronaut helmet. Thus the character Aku was born. In February 2021, Aku debuted as a crypto-native NFT who generated over \$10 million in sales in less than one year. He also received the first NFT film and TV deal in history and was sent to the International Space Station (ISS). During the Art Basel Miami Beach art fair in December 2021, Micah Johnson presented



Artwork Micah Johnson

the installation *Aku World: Miami*, which brought together cryptocurrency experts, NFT creators, art curators, collectors and musicians. We spoke with Micah Johnson about digital canvases, cultural crossover and the power of playing the piano.

A non-fungible token (NFT) is a unique piece of data that verifies ownership of a digital item. It means that it's unique and irreplaceable.

NK——NORMAN KIETZMANN——INTERVIEWER

MJ——MICAHA JOHNSON——ARTIST

"SEE BEYOND ANY POTENTIAL LIMITS TO YOUR DREAMS."

NK *You are one of the pioneers in the field of digital art. What possibilities do NFTs open up for the art world today?*

MJ This moment is like the digital Renaissance. We are looking at NFTs as the new medium, just like oil painting, watercolor painting or chalk drawing in the past. It is a perfect blend rather than a competition between the digital and the physical. The evolution of technology - from using the iPad to draw and paint, to 3D art - is taking new shape. NFTs now allow people to monetize their digital creations. The digital is like the glue between different spectrums and subcultures of this new world.

NK *Can you tell us more about the character Aku?*

MJ Aku is a digital traveler, a digital explorer. He is very confident. His helmet allows him to go anywhere he wants. It is not far-fetched to think about how kids - you can call them the experts of these new technologies—and older

people are learning to handle some of this stuff. This is Aku. He can inspire people to see beyond any potential limits to their dreams.



Exhibition Miami

Is space travel an allegory for the digital?

NK

When you think about the profession of an astronaut, it seems very unattainable. There are very few of them. It is one of those dreams that seem so far away. But there are people who have made it. After I painted my nephew wearing an astronaut helmet, the character evolved into something with a broader reach. With the digital, I look at it as an animation studio. That is something I had to learn, and had to work with people to produce that kind of digital work. It is a different process compared to my paintings. I think Aku will be featured more in film and other digital media in the future.

MJ

NK *What is driving you as an artist?*

MJ When people look at my art, I make them think differently. I see the process as something in which I am getting better every day. That is what really drives me.

NK *Who are your influences?*

MJ The world. Everyone feels that their dreams are limited at one point or another. I try to create works that allow you to feel inspired. Everyone can feel something, whether you like it or not.

NK *What is the most beautiful moment for you?*

MJ When I come home after work and see my daughter. That is the most beautiful feeling.

NK *For you, the path to becoming a visual artist began with playing the piano. Tell us a little more about this unusual starting point.*

MJ When I was playing baseball, my coach asked me what I liked to do in my spare time. I was too embarrassed to say piano. So, I just said painting. After that, he asked me if I might paint a picture of Maury Wills, the legendary baseball player. When I finished the painting, my teammates and other people came up to me and said how good it was. That inspired me to keep painting.

NK *Do you still play the piano?*

MJ Yes, I've been playing the piano since I was little. Today, I play mostly for relaxation. I play everything, AJ Mitchell, classical piano. I love classical music. My daughter likes when I am playing the blues song "St. James Infirmary".



Artwork Micah Johnson

FUTURA DOT



Model Futura Dot
Collection The Silhouette Heritage Collection
Frame color Atlantic Blue



Model Futura Dot
Collection The Silhouette Heritage Collection
Frame color Black & White

THE SILHOUETTE
HERITAGE COLLECTION
LIMITED TO 1,964 PIECES

Originally designed in 1974, the Futura remains one of the most desirable collectibles in the world of eyewear. The Futura Dot Collection has taken this iconic piece of Silhouette heritage and given it a contemporary makeover with state-of-the-art materials and trailblazing design.

The new unisex frame comes in four retro-inspired colors with worldwide production limited to 1964 pieces, in honor of the year Silhouette was founded. Lastly, every Futura Dot model has been engraved with a unique serial number ensuring that each one is a future collectible.



1964 PIECES

Model Futura Dot
Collection The Silhouette Heritage Collection
Frame color Olive Grove



Model Futura Dot
Collection The Silhouette Heritage Collection
Frame color Nostalgic Brown

Model Fisher Island
Collection Rimless Shades
Frame color Gold / Dark Brown
Lens color Classic Brown Gradient

LIGHT



NESS



Model Fisher Island
Collection Rimless Shades
Frame color Deep Pink
Lens color Silhouette Light Management® Grey







Model **Fisher Island**
Collection **Rimless Shades**
Frame color **Rhodium / Black**
Lens color **Classic Grey Gradient**



Model **Brickell**

Collection **Sun Lite Collection**

Frame color **Crystal Grey / Rhodium**

Lens color **Classic Grey Gradient**





SILHOUETTE LIGHT MANAGEMENT® TECHNOLOGY

LIFT YOUR MOOD

STRIKING
THE PERFECT
BALANCE.

Our eyes are our window to the world. They bring color to everything around us. Those colors enhance our perception and elevate our senses. That's what makes Silhouette Light Management® technology so special.



Model/ Fisher Island
Collection Rimless Shades

Silhouette is an innovation-led company, known for creating some of the world's lightest frames. Now, the brand is developing its own lenses at its Lens Lab in Linz, Austria, in order to strike the perfect balance of lightness and superior vision. But that's not all: Sunglasses with Silhouette

Light Management® technology not only offer powerful UV protection, they also make the world around you look even more beautiful. We talked to Rupert Spindelbalker, Head of Research and Development at Silhouette, to find out how this works.



Model Aventura
Collection Eos Collection

NK---NORMAN KIETZMANN---INTERVIEWER

RS---RUPERT SPINDELBALKER---SILHOUETTE

NK *Sunglasses with Silhouette Light Management® technology reduce brightness, yet they also enhance brightness. How is it possible to do both?*

RS We've slightly increased the brightness of yellow light at a wavelength of 580 nm, which gives you fresh, warm, and pleasant color perception with sharper contrasts. It feels like someone has turned on the lights. While you might expect sunglasses with a 90% UV filter and high sun protection to be noticeably dark, your color perception is still bright as day. So, you can really enjoy nature in all its beauty. That's what makes these sunglasses so unique.

NK *In addition to UV protection, these lenses also include powerful blue light filters. Why is that?*

RS Just as ultraviolet light causes sunburn, blue light can harm the eyes. The more of this high-energy light that is filtered out, the healthier it is for the eye. The blue light spectrum starts at 380 nm and changes to green light at 500 nm.

We filter out all blue light up to a wavelength of 400 nm. That means our lenses absorb up to 97 percent of harmful blue light.

“NOW YOU
CAN REALLY
ENJOY IT
IN ALL ITS
BEAUTY.”

Silhouette

EMPOWERED
BY LIGHTNESS



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