

# REALITY™

**PRESENTS:**

*\*REALITY™ was founded in 2019 by Santiago Pina. It serves as a fashion brand and production company between reality and fiction. All garments are recycled, unique, unisex and customized by hand.*

## **“PORTFOLIO 2020”**

*starring:*

**SANTIAGO PINA**

*\*BORN 1995 AS LAURIN BIGLER IN BERN, SWITZERLAND  
lives and works in Zurich and Bern*

**EDUCATION:**

*2017 - 2020: BFA ZURICH UNIVERSITY OF THE ARTS*

**SCHOLARSHIPS:**

*2019: “REALITY”, FILM IN MEDELLÍN, COLOMBIA  
SUPPORTED BY AVINA FOUNDATION*

**EXHIBITIONS:**

*2018: GROUP SHOW - “DAYLONG”  
TONI-AREAL, ZURICH, SWITZERLAND*

*2017: SOLO SHOW - “THE FLOSSING INFLUENCES”  
TONI-AREAL, ZURICH, SWITZERLAND*

**FASHION SHOWS:**

*2019: “REALITY™ SS 2020 COLLECTION”  
TONI-MÄRT, TONI-AREAL, ZURICH, SWITZERLAND*

# PART 1 - "THE MOVIE"

"REALITY" 2020, FILM / 4K / 24FPS / CA. 90MIN - (IN PROGRESS) OFFICIAL RELEASE IN FALL 2020

INTRO - A MOTION PICTURE PRESENTED BY REALITY™



FILM POSTER  
PHOTOSHOP-COLLAGE  
SIZE VARIABLE



INTRO SEQUENCE  
PHOTOSHOP-COLLAGE  
SIZE VARIABLE

*In the film "REALITY", I find out that life is stranger than fiction. While some time ago, I was using face masks and protective glasses as a fashion statement in my shows, reality forces people around the world to use them in order to protect their lives a few months later. While time seems melting, I shift between being a naive fantasy and a lone soldier, studying how the world could change that drastically in the last two years. The film develops different than expected. And in the middle of it I find myself as Santiago Pina, trying to find out how we got this far...*

CHAPTER 1 - HOW DID WE GET HERE? ONCE UPON A TIME, AT MIAMI ART BASEL WEEK...



FILM STILL

*In form of the butterfly effect by Edward N. Lorenz, I found a key to understand reality. I remember the time, when I wanted to get rich and famous, and dream about Miami's Art Basel week. There, I am at a celebrity-filled art event, where an ATM hands you free money. Being surrounded by famous people and starting to feel like one of them too, I get the feeling, that now everything is possible.*

CHAPTER 2 - CAN YOU CHANGE REALITY? - A CITY FROM A PARALELL WORLD



FILM STILL

*It was too good to be true. I wake up in a strange city somewhere in Spain, and stumble upon an actress on my balcony. With her, I discover the city and its buildings, which seem to be from a parallel world. I find hidden connections, which lead me to try out my resin sculpture as a remote control. I want to change my reality.*

CHAPTER 3 - THE CITY WHOSE NAME STARTS WITH AN "M"



FILM STILL

*It worked! I find myself in a similar, but different place. I discover the city of Medellín in Colombia. While I experience mysterious places and study their architecture and plants, one night, I have a traumatic experience where I am afraid to die. After recovering, I find myself in an amusement park between reality and fiction and later decide to go home.*

CHAPTER 4 - BACK HOME? - LITTLE MEDELLÍN AND THE NAIVE ME



FILM STILL

*I wake up in Little Medellín. Following a naive vision of creating my own small version of Medellín, I find myself in my supposed hometown, which takes place at the high rise apartment blocks of Hardau in Zurich. With my colombian friends I talk about reinventing the place and opening a restaurant. Suddenly, I realize that I can still change reality. I want to travel to the city of the future.*

## CHAPTER 5 - THE FUTURE: A CITY TOO GOOD TO BE TRUE



### FILM STILL

*750 bucks get me a plane ticket and an apartment on the 66th floor. The future welcomes me. I visit the worlds biggest aquarium, the worlds biggest tower and have a view over an artificial island in shape of a palm tree. But again, I have to realize, that this is too good to be true. Through hidden codes, I see that architecture is linked by globalization. Scary things are starting to happen in the future... people wearing face masks or rich guys trying to kidnap me. Small, invisible particles will soon change the world, and I have to escape.*

CHAPTER 6 - BACK TO REALITY: THE SUBURBS OF BERN



FILM STILL

*While people in the last open cinema in Milan are watching the movie "REALITY", I wake up in my real home and have to face my true, sad reality. Trapped in my parents house for months, I find myself with mortal agony once again. After things cleared up a bit, I realize, that a new world is starting to begin. And that nothing will ever be the same again. My life, became a movie. And, I guess I'm still alive...*



## **PART 2 - "THE FASHION SHOW"**



*IN MY FIRST FASHION SHOW, WHICH I SHOWCASED IN DECEMBER 2019 AT TONI-MÄRT, TONI-AREAL IN ZURICH, I USED SURGICAL MASKS AS ACCESOIRES, AND SOME CLOTHES HAD PRINTED COLLAGES OF DOCTORS WITH THE REALITY™-LOGO. I FOUNDED THE BRAND REALITY™ IN LATE SUMMER 2019, AND MADE THESE COLLAGES IN 2019 OR EARLIER, LONG BEFORE ANYONE KNEW ABOUT COVID-19. DUE TO THE VIRUS OUTBREAK, THE MEANING OF MY CLOTHES UNWILLINGLY CHANGED AND BECAME MUCH STRONGER. TODAY, THEY SERVE AS A TRIBUTE TO ALL DOCTORS AND HEALTHCARE WORKERS ON THE FRONTLINES.*

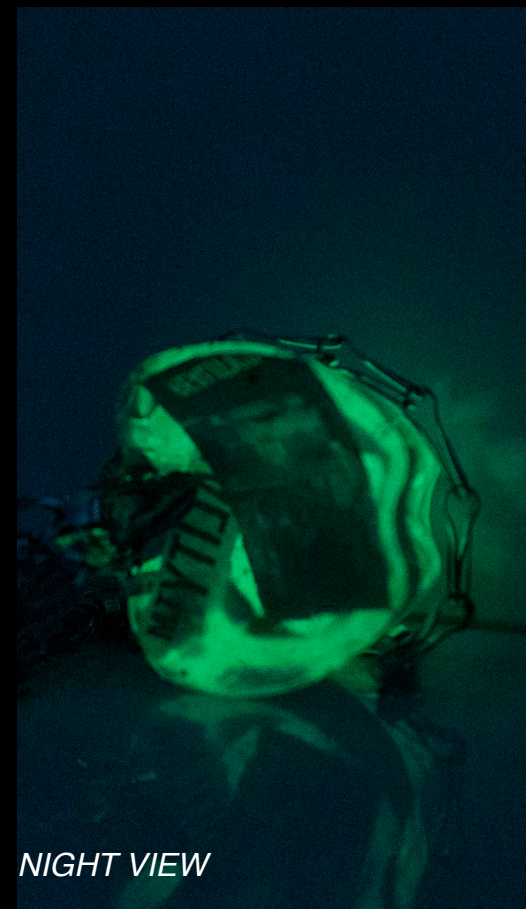
**"REALITY™ SS 2020 COLLECTION" 2019**



*BEHIND THE SCENES IMPRESSION FROM THE FASHION SHOW "THE CALM BEFORE THE STORM"  
SHOWCASED AT TONI-AREAL, ZURICH IN DECEMBER 2019*

*RECYCLED AND SELF-CUSTOMIZED CLOTHING, PRINTED PHOTOSHOP-COLLAGES, DIRECT DRAWINGS  
ON CLOTH, SEWN-ON LACE, CUSTOM RESIN JEWELRY*

***“REALITY™ SS 2020 JEWELRY“, DETAILED VIEW 2019***



***EPOXY RESIN  
SMALL PAPER PRINTS, GLOW-IN-THE-DARK-GUM, PIGMENTS,  
NICKEL-PLATED IRON CHAIN***

# **PART 3 - "THE DETAILS"**

**"OCEAN FUTURE RELICS" 2018**



*EPOXY RESIN, PRUSSIAN BLUE PIGMENTS, CHAIN,  
CROSS, NATURAL RESIN PIECES FROM A TREE  
HEIGHT 10CM - SERIES OF 2*

*“THE LAST CONNECTION“ 2017*



*OLD MONITOR, MAGAZINE CUT-OUTS,  
ACRYL COLOR, PUFF STONE,  
SIZE VARIABLE*

*“THE FLOSSING INFLUENCES“ 2017*



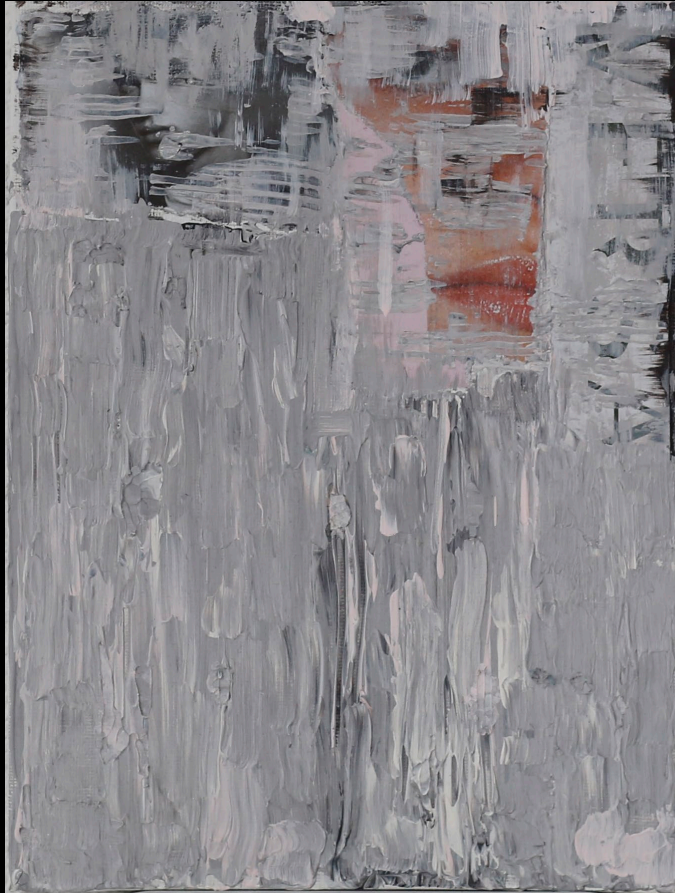
*COTTON CANDY, PAINTED WOOD, QUARTZ SAND,  
TELEPHONE, DENTAL FLOSS  
INSTALLATION VIEW, SOLO SHOW,  
TONI AREAL, ZURICH, SWITZERLAND*

**"THE FIRST DAY OF THE FUTURE" 2017**



ACRYL ON CANVAS  
JAPANESE SWEETS PACKAGE, PALM FRUIT  
18X24 CM

***“FADED THOUGHTS” 2017***



***ACRYL AND MAGAZINE CUT-OUTS  
ON CANVAS  
24X18 CM***

***“THE PAINTER IN THE PAINTING” 2017***



***ACRYL ON CANVAS  
40X60 CM***

***“THE SWEET WATERS OF CAPITALISM VS FALSE FACADES” 2017***



*PHOTOSHOP-COLLAGE  
CUSTOM SIZE, SERIES OF 2*



**"THE SLEEPING INSECURITY" 2016**



ACRYL ON CANVAS  
30X90 CM

***“A STRANGE SUNDAY MORNING“ 2016***



***ACRYL ON CANVAS  
30X40 CM***

*"SLEEP" 2016*



*WOOD, CARDBOARD, MODELING PASTE, PLASTIC CUP,  
ACRYLIC PASTE, ACRYLIC COLOR  
HEIGHT 16CM*

## **PART 4 - “THE ARTIST STATEMENT“**

*Born in 1995, Laurin Bigler emerged from Bern’s suburbs. From 2018 to 2020, he took trips to Benidorm, Miami and Dubai to shoot a feature film called “REALITY“. He received a scholarship to travel to Medellín, Colombia, for this project in 2019. Later this year, he founded the half-fictional clothing brand and production company REALITY™, where he acts as head and creative director. The same year, he gave birth to his artistic persona Santiago Pina, which serves as his official artist name since then.*

*“My artistic practice developed from sculpture, collage and painting to fashion, jewelry design towards film. Floating between the boundaries of commerce, design, entertainment and art, I treat all with the same worth. As designer Carolina Herrera says, „The difference between fashion and art is that fashion is art in movement“, I see my works in different medias on the same level, but in various states. In “REALITY“, my artistic practice merges with my life. Created as one-man project, the film shifts between reality and fiction, dreams and daydreams, consciousness and subconsciousness. In the starring role, I travel around the world in solitude. While my initial plan to become a star dramatically fails, my goal to make my life cinematic strangely becomes true. Creating a retrospective, I give my past artworks a further life as I implement them in the movie.“*

*“After “REALITY“, I will further develop REALITY™ as a commercial brand. As the actors in the film are wearing REALITY™, the borders of advertisement and irony melt. My practice mixes fiction with reality. I see it as a way of trying to understand the world we live in, though I just understand it when it’s a bit too late - à la Truman show. Like Harald Crick in Marc Forsters 2006 motion picture, my work supports the theory that reality is stranger than fiction.“*

*For further information:*

*REALITY™ HQ  
Head and Creative Direction  
Mr. Santiago Pina  
Neuhausweg 16  
3063 Ittigen / BE  
Switzerland*

*+41 76 818 39 23  
@realitytrademark  
info@realitytrademark.com  
realitytrademark.com*

*PRESENTED BY:*

**REALITY™**