

## *Future Archives*

### Worldwide Limited

December 11, 2014 - January 25, 2015

lodos gallery, Mexico City.

For their first show at lodos, Worldwide Limited (WWLTD) presents a selection of speculative promotional materials. Future Archives is a commissioned exhibition in which WWLTD visualizes their future ventures as a brand-identity. The result is a series of printed posters advertising yet to be realised products.

The graphic design of each poster centers around images of female models and acclaimed winning designs from corporate publications from the early 1990s, including brochures, magazines, catalogues and calendars. These corporate publications are modes of communication which enable institutions to deliver information and project an image of their desired perception to carefully targeted groups. Working with these outdated image-making aesthetics on the promotion of a speculative, WWLTD presents potential in retrograde. A simultaneous growing and collapsing. Future Archives is WWLTD precariously activating a business model that does not work for them yet: advertising space.

Founded by Carla Valdivia in 2013, Worldwide Limited is a truly global project with a main focus in fashion.

*Worldwide Limited would like to specially thank Patrick Best.*

## Works Exhibited

*WWLTD\_AD\_01 (Egg Image)*, 2014.

Photography Ignacio Torres

Photography Assistant Richard Pedaline

Styling Emilia C. Navarro

Model Gianna Santos

70 x 105 cm.

*WWLTD\_AD\_02 (Blue Cap + Fido Image)*, 2014.

Photography Ignacio Torres

Photography Assistant Richard Pedaline

Styling Emilia C. Navarro

Model Gianna Santos

70 x 105 cm.

*WWLTD\_AD\_03 (Latin Louvre Image)*, 2014.

Photography María Fernanda Molins

Styling Meg Parsons

Model María Isas

70 x 105 cm.

*WWLTD\_AD\_04 (White Cap Image)*, 2014.

Photography María Fernanda Molins

Styling Meg Parsons

Model María Isas

70 x 105 cm.

*WWLTD\_AD\_05 (Cap with Eyes Image)*, 2014.

Photography María Fernanda Molins

Styling Meg Parsons

Model María Isas

70 x 105 cm.

*WWLTD\_AD\_06 (Yellow Text Image)*, 2014.

Photography Patrick Best

Styling Carla Valdivia

Model Xenia Ortiz @ New Icon Models

70 x 105 cm.

## *Futuros Archivos*

Worldwide Limited

Diciembre 11, 2014 - Enero 25, 2015

lodos gallery, Mexico City.

Para su primera exhibición en lodos, Worldwide Limited (WWLTD) presenta una selección de materiales de promoción especulativos. Futuros Archivos es una exposición encomendada en la que WWLTD visualiza sus futuros emprendimientos como una marca de identidad. El resultado es una serie de pósters impresos que anuncian productos aún por realizarse.

El diseño gráfico de cada póster se centra en imágenes de modelos femeninos y diseños aclamados de publicaciones corporativas de la década de 1990, incluyendo folletos, revistas, catálogos y calendarios. Estas publicaciones corporativas son modos de comunicación que permiten a las instituciones ofrecer información y proyectar la percepción de su imagen deseada a grupos cuidadosamente seleccionados. Al trabajar las imágenes con una estética anticuada sobre la promoción de lo especulativo, WWLTD presenta potencial en retrógrado. Un crecimiento y colapso simultáneo.

Futuros Archivos es WWLTD precariamente activando un modelo de negocio que no funciona para ellos todavía : el espacio de publicidad.

Fundada por Carla Valdivia en 2013, Worldwide Limited es un proyecto verdaderamente global con un enfoque principal en la moda.

*Worldwide Limited quisiera extender un agradecimiento especial a Patrick Best.*

## Obras exhibidas

*WWLTD\_AD\_01 (Egg Image)*, 2014.

Photography Ignacio Torres

Photography Assistant Richard Pedaline

Styling Emilia C. Navarro

Model Gianna Santos

70 x 105 cm.

*WWLTD\_AD\_02 (Blue Cap + Fido Image)*, 2014.

Photography Ignacio Torres

Photography Assistant Richard Pedaline

Styling Emilia C. Navarro

Model Gianna Santos

70 x 105 cm.

*WWLTD\_AD\_03 (Latin Louvre Image)*, 2014.

Photography María Fernanda Molins

Styling Meg Parsons

Model María Isas

70 x 105 cm.

*WWLTD\_AD\_04 (White Cap Image)*, 2014.

Photography María Fernanda Molins

Styling Meg Parsons

Model María Isas

70 x 105 cm.

*WWLTD\_AD\_05 (Cap with Eyes Image)*, 2014.

Photography María Fernanda Molins

Styling Meg Parsons

Model María Isas

70 x 105 cm.

*WWLTD\_AD\_06 (Yellow Text Image)*, 2014.

Photography Patrick Best

Styling Carla Valdivia

Model Xenia Oritz @ New Icon Models

70 x 105 cm.