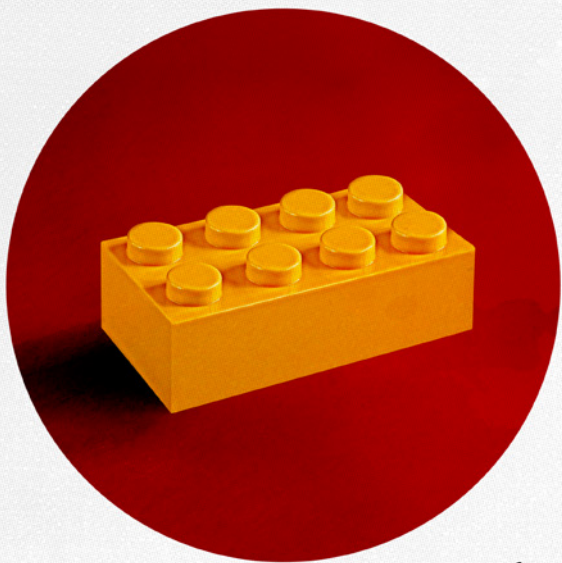


ISSUE 5

et



play

**“We don’t
stop playing
because we
grow old;
we grow old
because we
stop playing.”**



-George Bernard Shaw



L'ENFANT TERRIBLE

#NUMERO 5

ROSE ANGUS
STEFANO AZARIO
POLLY BANKS
FRANCESCA BARTOLI
MIKOLAI BERG
JULIA BOSTOCK
CHRISTINA CORWAY
PRISCILLA CRAGG
REBECCA DENNETT
CARL DOVE
DAVID HANDLEY
DONNA GAST-MOUNTFORD
ALEXANDRA KASTNER
JONATHAN MALPASS
ANNA MORRIS
PIOTR MOTYKA
ANNA PALMA
AMANDA PRATT
CARSTEN RICHERT
NADIA RONCHI
DEEPTI SADHWANI
MARIAH WALKER
DAMIAN WEILERS
LUCA ZORDAN



10

PLAY



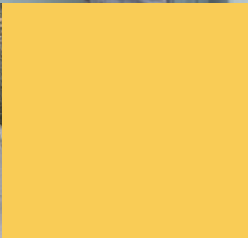
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THE
ISLAND
OF
TRANSPARENCIES



48

WHAT YOU SEE
IS NOT WHAT
YOU THINK



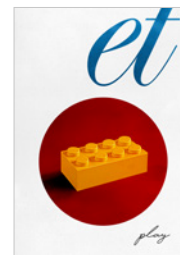
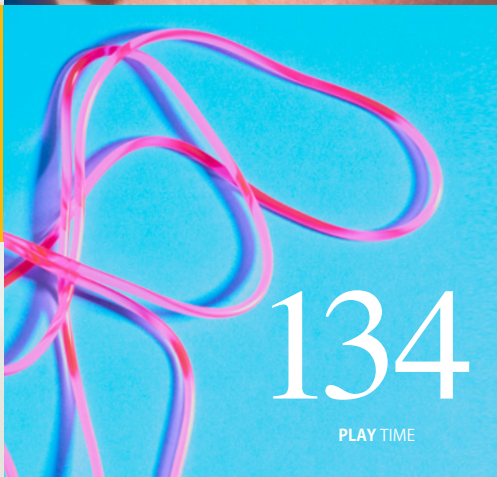
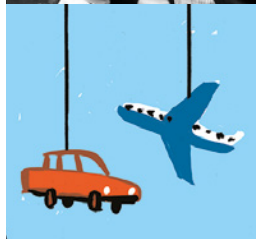
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PING PONG



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et Magazine
numero 5

publisher and creative director
Luca Zordan
art director and graphic designer
Francesco Giarrusso



PLAY

PHOTOGRAPHER: JULIA BOSTOCK





Golden Estate
EMERGENCY
ACCESS ONLY











PHOTOGRAPHER: **JULIA BOSTOCK**

STYLE: **ANNA MORRIS**

HAIR AND MAKE UP: **ROSE ANGUS**

KIDS: **BERKELEY** and **SADIE** from Bruce and Brown
EVIE from Grace and Galor

1 Evie wears jumper from Rokit Vintage and Converse

2 Sadie wears shirt by Raspberry Plum and skirt by Milk and Biscuits
 Evie wears dress and shorts by Hello Simone socks and shoes: stylist's own

3 Sadie wears shirt by Raspberry Plum and skirt by Milk and Biscuits
 Evie wears Jacket by Milk and Biscuits and dress by Hello Simone

4 Sadie wears dress by Hello Simone
 Berkeley wears shirt by Caramel

5 Evie wears cardigan by Caramel and shorts by Hello Simone
 Berkeley wears shirt by Hello Simone and shorts by Zedig & Voltaire
 Sadie wears dress by Caramel, Jacket by ABC123ME and shirt by Caramel

6 Evie wears jumper as before
 and jeans by Stella McCartney Kids

7 Sadie wears dress and shirt by Caramel
 and guitar bag by Stella McCartney Kids

8 Sadie wears beret from Rokit Vintage,
 pinafore dress by Stella McCartney Kids and long sleeve tee by Caramel



BY
STEFANO
AZ
ARIO





ph. Luca Jordan

THE MARKETING OF TOYS

to children intensified in the 1980s with the total deregulation of children's television. The number of ads per hour was no longer limited, and the linking of products to program content was no longer prohibited. Entire programs essentially became advertisements for the toys, dolls, stuffed animals, and action figures they featured, along with the movies, lunch boxes, clothing, and breakfast cereals their images were licensed to. Toys became the focus of much childhood play, replacing outdoor roaming and exploration. The active, free-range child of early and mid-century

America gradually became a couch potato. Many factors contributed to this transformation: the loss of outdoor play spaces; the rise of parental fears about letting children play on their own, fueled by sensational news stories about child molesters; an automobile culture in which children are driven everywhere, reducing the amount of walking and bike riding. At the same time, fear of injury and lawsuits sounded a death knell for some of the most engaging playground activities and equipment. Many schools actually eliminated recess entirely, or prohibited children from activities like playing tag. By the turn of

the 21st century, children's unstructured free play was seriously endangered, in part because of a technological revolution as transformative as industrialization had been a century and a half earlier. The lure of computers and video games, added to TV, created a generation of children who typically spent four to six hours per day in front of screens, further isolating them from other children and from the outdoors. Their stressed-out, overworked parents saw few alternatives to the electronic babysitters. Safety concerns, aversion to risk, and fear of litigation created, in Hara Marano's phrase, "a nation of wimps." Meanwhile, the demise

of family mealtime, the supersizing of American fast food, and the sedentary, screen-dominated lifestyle of large numbers of children have led to an epidemic of obesity that now threatens to shorten life expectancy and bankrupt our children's future. Television, DVDs, video games, and computers have replaced more active and creative play. Children under six years old spend an average of about two hours a day with screen media, and youth between the ages of 8 and 18 spend an average of 6.5 hours a day with screen media - more than 45 hours a week.

KaBOOM! National Campaign for Play

THE ISLAND OF TRAN SPA RENCIES

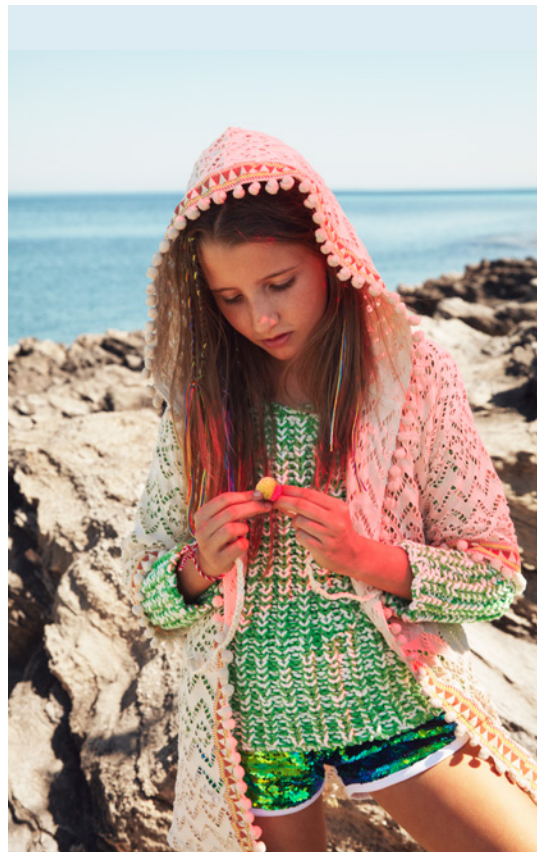
PHOTOGRAPHER: MIKOLAI BERG



Gold leather cape and suede fringe dress - Gabriel & Valentin
Leggings - Mini Rodini available from Children Salon UK
Sandals - Young Soles



left Stripe red/white leggings and shoes - Noe&Zoe • White sweatshirt - Scotch
 R'belle • White leather fringe waistcoat and shorts - Gabriel & Valentin
right Green/white thick knit sweater - Noe&Zoe • Sequin shorts - Miguel Vieira Junior
 available from Children Salon UK. Hooded lace jacket - Scotch&Soda • Shoes - Molo





Tee shirt and tiger print trousers - **Molo**
available from **Children Salon UK**
Gold leather lace-up shirt - **Gabriel & Valentin**
Sandals - **Young Soles**

Jumpsuit - **Molo** available from **Children Salon UK**
Print shoes - **Noe & Zoe**
Leopard print leather poncho - **Gabriel & Valentin**





Flower print sweatshirt - **Someday soon**
 Leggings - **Mini Rodini**
 Fingerless gloves - **Karl Lagerfeld**
 Silver sequin jacket - **Zadig & Voltaire**
 all 3 items available from **Children Salon UK**
 White Trousers - **Scotch R'belle**

Blue jumpsuit and shoes - Molo
Hooded poncho - Stella McCartney Kids
available from Children Salon UK



Blue patterned dress - Manio
Green thunder bolt jacket - Noe & Zoe



Photographer: **Mikolai Berg** @ Smith Represents
Stylist **Nadia Ronchi** @ Zara Ronchi London and Kate Ryan New York

Hair and Make Up: **Carsten Richert**
using Aveda hair products and MAC cosmetics

video
DOP: **Gareth Hall** @ cascofilms.es

PLAY BY AMANDA PRATT







PHOTOGRAPHER: PIOTR MOTYKA





Jeremiah wears jacket by **MSGM**, vest by **DSquared** at Childrensalon, pants by **I do** at Childrensalon

Freya wears hoodie by **Kingdom of Origin**, sweat varsity jacket by **Moncler** at Childrensalon, shorts by **Molo**



HIDE



SEEK

Olivia wears jacket by Diesel, t-shirt by Little Marc Jacobs at Alex & Alea, pants by Next





Olivia wears jacket by **Diesel**, Jacket by **Ikks** at Alex & Alexa



OTTO SEE2 OTTO

Olivia wears jacket by Ikk, sweatshirt by Fendi at Childensalon



Photographer: **Piotr Motyka** @ Era Management
Stylist: **Francesca Bartoli** @ Zara Ronchi
Hair: **Christina Corway**



PLAY BY DAVID HANDLEY



Nadia Ronchi is a fashion stylist who lived in NYC for many years, she recently returned to reside in London with her husband, twins and 3 dachshund's, she is represented by Zara Ronchi in Europe and Kate Ryan inc in the U.S.



GALA, ROMAN AND ME



When I was a young woman, being a mother was something that held no interest for me, but when I reached my late 30's my biological clocked kicked in and suddenly I yearned to be someones mum.

I tried to get pregnant naturally, but every month was unsuccessful, and so I began the painful and emotional rollercoaster journey of IVF, over the years I did about six rounds of IVF, all with disappointing results. One day I lay on my bed, doing some mediation, and I felt a cool breeze starting from the top of my head that travelled along my body and right over my feet, I closed my eyes tight and just knew that this was a message from my beloved grandmother who had passed on, and that whatever happened, everything would be as it should be, and that she was by my

side. I started to make peace with the fact that maybe it wasn't my destiny to be a parent, and as I slowly let go of the dream a miracle happened, I finally fell pregnant with my wonderful twins.

Gala Isolde and Roman Wolfe arrived at 29.5 weeks, and were born the day after my birthday! They were so tiny, I remember looking at them through their incubators in hospital and being too scared to touch them with my finger, they were bright red and looked like little alien fairies, so delicate and otherworldly, even then Gala was funny, something about her whole demeanor was comical and willful, the sweet Caribbean nurses who looked after her made her a special little hat with a bow, and they would say to me with a laugh "That Gala she is feisty!!" Poor Roman had awful acid reflux, he was more serious and in pain, his little chin would wobble and as I looked at him one day I thought he would have a long life. He was bigger than Gala, and still is to this day, she never caught up to him, we call Gala mouse as she is so small.

Today my adorable twins are five years of age and so sweet, naughty, curious, kind, bossy, creative, independent and funny.

Roman and I will sit on the sofa and sometimes watch a Disney movie and if someone dies and the character has to learn the lesson of loss, I will cry because I'm a big softie, and to my amazement I will look over at Roman and see big hot tears cruising down his cheeks, and I'm amazed that someone so young understands and feels empathy for others? And I think to myself what a gentle, loving soul he is and how lucky the woman he will marry.....yes I know I'm already biased!

Miss Gala is a beacon of light, we are all under her spell and attracted to her like moths, she shines, and you just want to be near her and have her sweet little mouth whisper something silly into your ear, and for a moment you are her best-friend and giggling conspirator. I love how brave she is, once I took her to a class mates birthday party, when she first





started school, and when we entered the venue not one child spoke to her, she sat in the circle of kids watching the entertainer and kept looking at me and smiling, I was touched by her sweetness, I could have cried, but she never felt sorry for herself, Roman would have got sad and told me that he was being left out and had no friends, but not Gala, she will slowly work on you and win your heart with her cheekiness, I think in life she will preserve, and what an outstanding quality to have!

I adore the candid moments I catch of Roman and Gala hugging and kissing one another, they fight but they love one another so much, I watch them being affectionate and I get this feeling that they might have been a married couple in a past life, they are so cute together and inseparable, Roman tells me he doesn't need friends as he has Gala.

My hope for the twins is that they always feel valued, loved and supported, that they get to always do, what they want to do, and not what I want!

When Roman is walking along the street like a snail and I'm in a hurry and getting frustrated, I have to remind myself what a gift he is, when Gala draws a huge self portrait on the white wall of our flat, I have to remember my life is better because she is a part of it!

Parents our job is one of the hardest that we will ever do, give your self a big pat on the back, we are all trying to do the best we can, we aren't perfect but the most important thing we can give our child is our time, so put that phone away, don't look at your emails for a few hours, try and not think about all the jobs we have pending, take that little soft hand in yours and plan an adventure, because the sweetest words spoken are "Mummy what are we doing today?" these moments are fleeting and a chance to have some child like fun. When Roman gives me one of his gorgeous smiles and calls me mummy, it still touches my heart as I realise what a gift the Universe allowed me to experience.





sweatshirt Kid+Kind, necklace Atsuyo et Akiko

PING PONG

PHOTOGRAPHER : PRISCILLA GRAGG



Skirt and socks H&M, shoes Zara

Naya: top The Animals Observatory, skirt H&M
Bia: top The Animals Observatory





Jacket Zara, shorts Izzy & Ferd, socks H&M, shoes Zara





PHOTO:
PRISCILLA GRAGG
ASSISTANT:
KEN BROWN
WARDROBE:
ALEXANDRA KASTNER
HAIR AND MAKE UP:
DONNA GAST-MOUNTFORD
MODELS:
NAYA AND BIA



by LUCA ZORDAN

play

THE DAY THE PRINCE BECAME A BIRD

Photographer: Damian Weilers
Stylist: Polly Banks



Rosy wears Metallic green leather bomber jacket by Bonpoint, Green cotton skirt by Noe-Zoe, Black socks by Papoueli and brown leather boots by Young Soles

Ronnie wears 1979 jumper and lurex stripe tracksuit bottoms both from Rokit and black SK8-Hi's from Vans



Ronnie wears embroidered denim jacket by stylist.



nylon bomber around waist by CP Company, fringed leggings by Scotch R Belle
and boots by Young Soles

Ray wears Big sequin top stylists own, Metallica t-shirt just seen Little Eleven Paris White dungarees Bellerose at Smalable



Louis in the ABC123me white shredded sweatshirt



Ray wears White rainbow sweatshirt by Vans, snow wash stretch denim skirt Little Eleven Paris , boots by Young Soles

Louis wears Vintage Levi's stylists own, Metallica jacket by Little Eleven Paris

Ronnie wears Bomber jacket Stone Island, Yellow Iggy sweatshirt by Zadie & Voltaire, denim jumpsuit by ABC123meFringed leggings Scotch R Belle, boots by Young Soles





Black metallica t-shirt Little Eleven Paris. White dungarees Bellerose at Smallable. Big glass septon top stylists own

Louis wears Hooded goggle sweatshirt by CP Company Short sleeve Tao hippo's sweatshirt by Animals Observatory at Smallable Vintage Levi's stylist's own





BY **LUCA** ZORDAN

HEY WOW!



It's really quite simple, we put kids in books! We create brilliantly personalised picture books for kids, featuring their face & name on every page.

HeyWow's first book "In the City" is an exciting seek and find adventure where children search for themselves within 12 busy city scenes. It's like hide & seek in a book!

Best suited to age 1-5yr olds the book makes the perfect gift for birthdays or special occasions. To order just visit www.heywow.co, enter the child's name, upload a super-cute photo and hey presto! £19.99 with free worldwide shipping.

HeyWow have lots of exciting ideas for new books which will be released later this year. So sign up to their newsletter to be kept in the loop: www.heywow.co

A bit about them:

From the small seaside town of Oban, on the north-west coast of Scotland, mum and dad team Lorna and Daniel had the crazy idea of starting their own bespoke children's book publishing company.

The aim, to bring a bit more WOW to kids' lives. To create something vibrant, well designed and exciting that parents could enjoy too! How hard could that be???

Ha! Over two years later - in between caring for their two young children - after lots of brain storming, cups of tea, sketching, emails, business

plans, photo shoots, an exhausting Kickstarter campaign, more tea, Skype calls and months and months crafting their first extraordinary book, they have now finally unleashed HeyWow on the world...

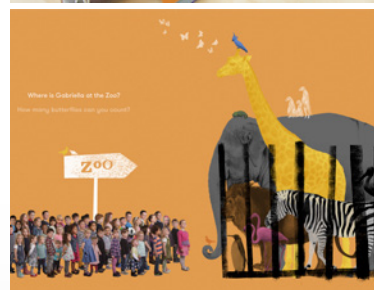
Lorna Freytag
Co-founder & illustrator

Lorna is a published children's picture book illustrator and photographer. She worked for many years as a children's fashion photographer in London, New York and Sydney but her real passion has always been children's books!

Daniel Freytag
Co-founder & creative director

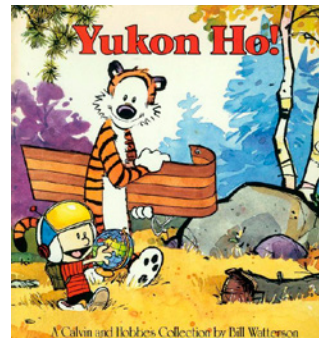
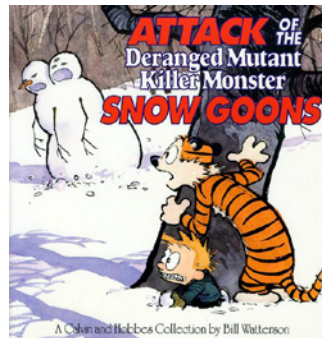
Daniel is a designer, photographer and serial idealist. When he's not running his design studio he's involved with mad, creative adventures such as this one! www.heywow.co

Here's a 10% off code for et readers:
HEYENFANTS
www.heywow.co



CALVIN AND **H**OBBS

“Personally, I like paper and ink better than glowing pixels, but to each his own. Obviously the role of comics is changing very fast.”



From Bill Watterson interview in 2013 with the magazine Mental Floss: “Personally, I like paper and ink better than glowing pixels, but to each his own. Obviously the role of comics is changing very fast. On the one hand, I don’t think comics have ever been more widely accepted or taken

as seriously as they are now. On the other hand, the mass media is disintegrating, and audiences are atomizing. I suspect comics will have less widespread cultural impact and make a lot less money. I’m old enough to find all this unsettling, but the world moves on. All the new

media will inevitably change the look, function, and maybe even the purpose of comics, but comics are vibrant and versatile, so I think they’ll continue to find relevance one way or another. But they definitely won’t be the same as what I grew up with.”

Calvin and Hobbes
is a daily comic strip by American cartoonist
Bill Watterson that was syndicated from
November 18, 1985 to December 31, 1995.

PLAYTIME

Playtime is a gloriously funny movie about a Paris so modern it does not yet exist, a Paris composed entirely of streets like our Avenue of the Americas

by Vincent Canby

hemmed in by efficiently beautiful glass-and-steel towers in which, if we are quick about it, we may see momentary reflections of Sacre Coeur, the Arch of Triumph, or the Eiffel Tower.

It is a city inhabited almost entirely by tourists and their shepherd-guides who are spreading a terrible pox among the natives. It is not an immediately fatal disease but it makes everyone behave with the kind of frigid competence affected by airline stewardesses and reservation clerks.

Playtime, which was made in 1967 and is only now being released in this country, is Tati's most free-form comedy to date, as well as his most disciplined, even more so than Traffic, which was made in 1971 but was seen here last winter.

It is virtually three major set pieces, or acts. The first act is set at Orly Airport, where we pick up some American tourists who arrive in a single, all-expenses-paid clump. The second is more or less devoted to a trade fair, where the tourists cross paths with Tati's Mr. Hulot.

The last act, a kind of neon-lit Gotterdammerung is set in a posh nightclub whose opening night turns into the sort of chaos that civilizes. Everything goes wrong, including the air-conditioning, but in going wrong, life is somehow restored to the tourists as well as the natives.

You may well recognize the shape of the film, which is a variation on the favorite comedy theme about the family that inherits a lot of money, tries to put on fancy airs, loses its soul, and only finds itself again when the fortune is taken away.

However, it is not the shape of the film or its cheerful philosophy that are important. Rather it is the density of the wit. It is the gracefulness of the visual gags that flow one into another, nonstop, in a manner that only Tati now masters.

Mr. Hulot is still the nominal focal point of the comedy, particularly in the trade-fair sequence, but he is less in evidence in Playtime than in any other Hulot feature.

The film is even further removed from character than was Traffic. It observes not persons, but social clusters, in a manner that serves curiously to humanize group action and response instead of to dehumanize the individual.

However, don't waste time analyzing Playtime too much. It can easily withstand such critical assaults, but they serve to distract attention from the film's immense good humor, from, for example, the closing sequence that shows us a Parisian traffic circle that has been turned into a giant lazy Susan, serving, among other things, the sacred cause of inefficiency.





PLAY

BY

JONATHAN MALPASS





BLUE OCEAN BLUE

photographer **Anna Palma**
















A high-angle, low-key photograph of a person's lower body and legs on a sandy beach. The person is wearing a black, flowing dress. Their feet are stepping on the sand, leaving behind bright blue footprints that contrast sharply with the golden sand. The lighting is dramatic, coming from the side, which casts long, dark shadows of the person and their dress onto the sand. The background is a vast, flat expanse of sand with some subtle ripples.

photos by Anna Palma
model Evija with LA Models
props Carl Dove
styling Rebecca Dennett

CHILD'S PLAY

*Child's Play brings together an exhibition of photographs, a symposium and a book by artist **Mark Neville**, who works at the intersection of art and documentary.*

Renowned for his socially focused projects, this new project aims to generate debate around the complex nature of children's play and to advocate for improved provision for this universal right, as identified by the UN in the 2013 General Comment on Article 31 (the Convention on the Rights of the Child). At a time when up to 13 million children have been internally displaced as a result of armed conflict, and traditional public space is being privatised, Child's Play reinforces our responsibility to ensure that children the world over have full opportunity for play and recreation.

The exhibition presents a series of Neville's photographs of children at play in diverse environments around the world. Immersing himself in communities from Port Glasgow to North London, and in the war zones of Afghanistan and Ukraine, the artist has captured beautiful moments of free, spontaneous play. On display are new photographs of internally displaced children in Ukraine; residents of Kakuma, Kenya's second largest refugee camp; and depictions of children

at play in London adventure playgrounds, all made especially for this project. Neville's work challenges the romantic ideal of play with the reality of children's lives, which is often harsher and more complex. Through his photographs he captures children's spontaneous urge to play and their determination to do so in the most unfavourable environments, revealing how through play children claim a place of power, safety and freedom. In the context of the Museum, the idea of spontaneous play is set against the institutional play evidenced at the Foundling Hospital.

A book of images in the exhibition, alongside an overview of ground-breaking work in the field of children's play, seeks to raise awareness of its importance and to focus attention on how conditions for children in the UK can be improved. Disseminated to key policy makers, experts and each of the UK's 433 local councils, the book is also available to purchase from the Museum shop. A *symposium* on 20 March will explore the issue of spaces for play, looking at real and imagined barriers to play in our cities today.

#spacetoplay
Free for Foundling Friends

BUY A PRINT

A limited-edition print by Mark Neville, signed and numbered, is available to purchase from the Museum Shop. [More details](#)



The exhibition is supported by The 1739 Club, with support for the book from Outset Family.



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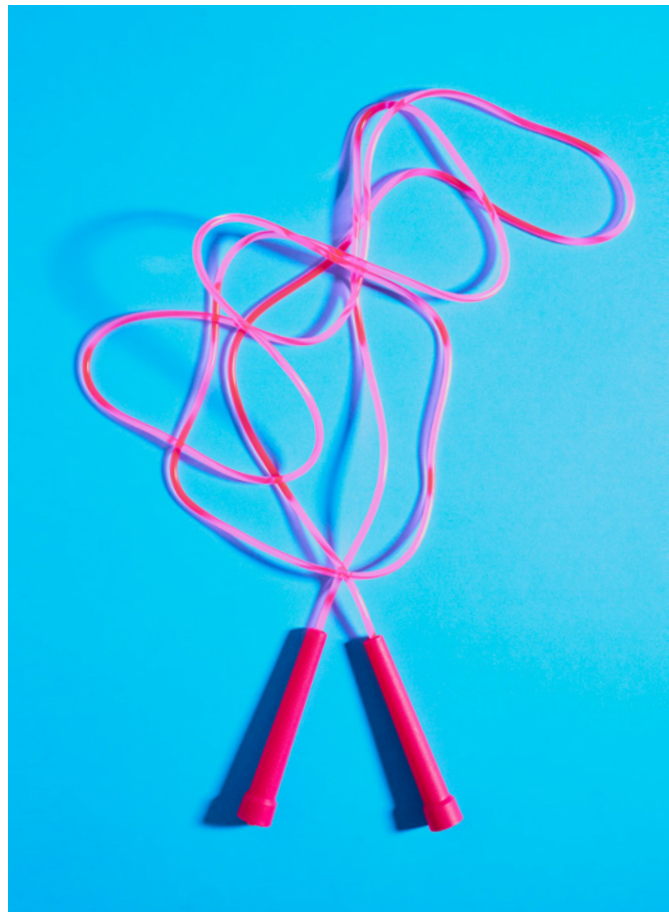


BY STEFANO AZARIO

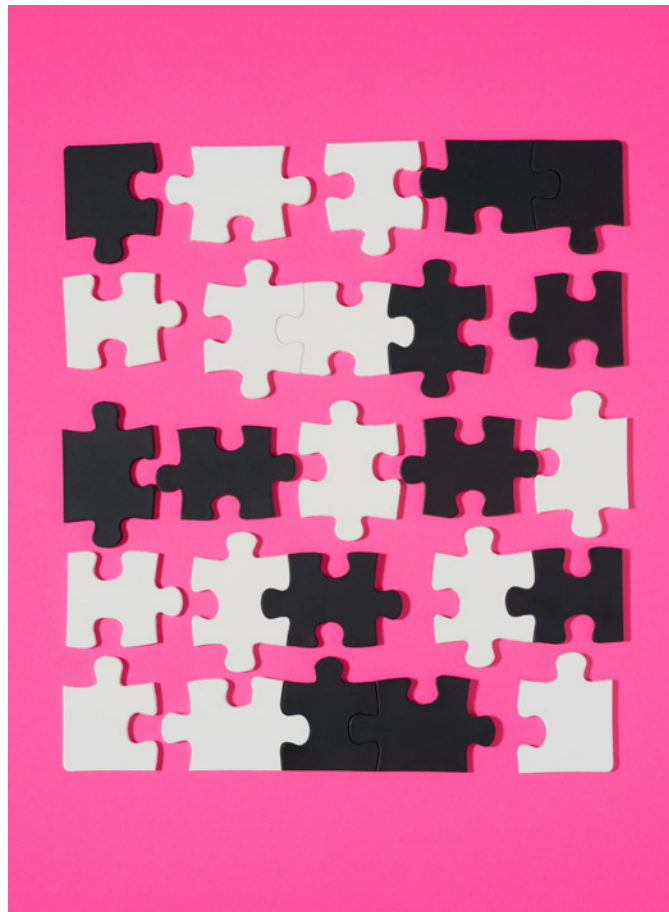
PLAY TIME

photographer **Luca Zordan** at Zara Ronchi Represent
style **Mariah Walker** at Art Department
hair and make up **Deepti Sadhwani**

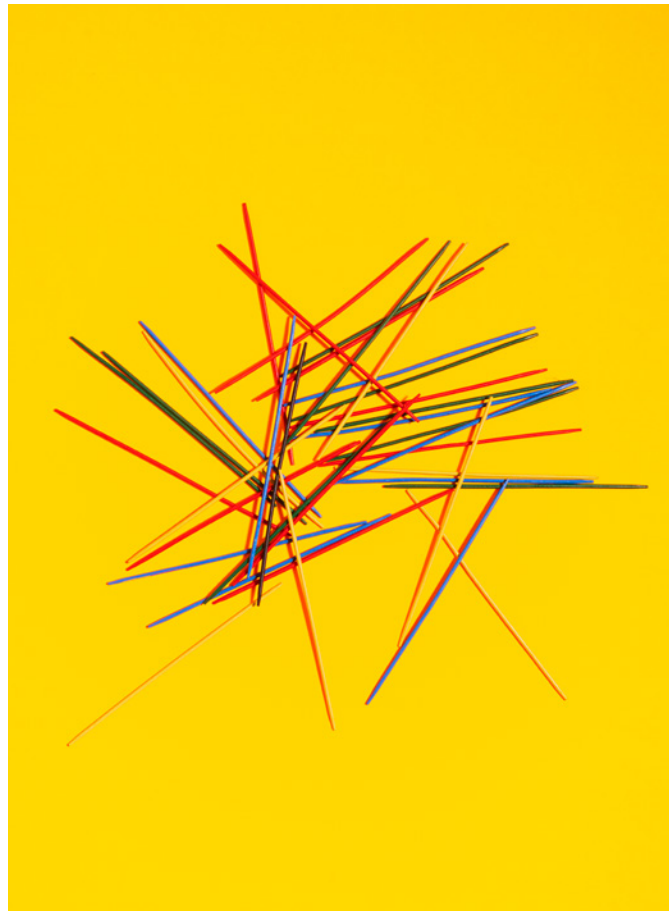




London is wearing a Coccilli dress | Socks H&M | Shoes Suoak



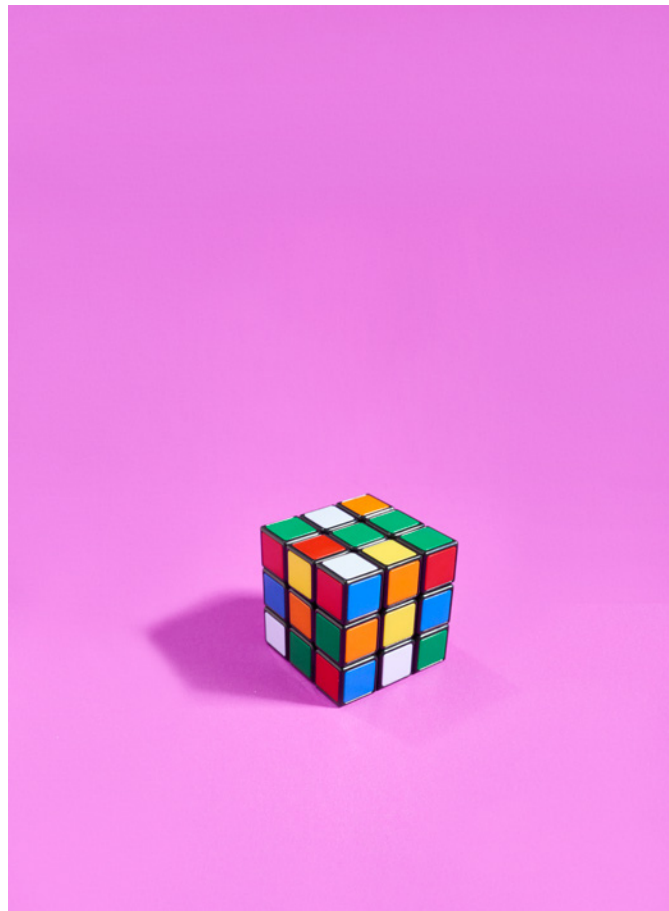
Thanasi is wearing Adidas top and pants | Molo Cap
American Apparel wrist -band



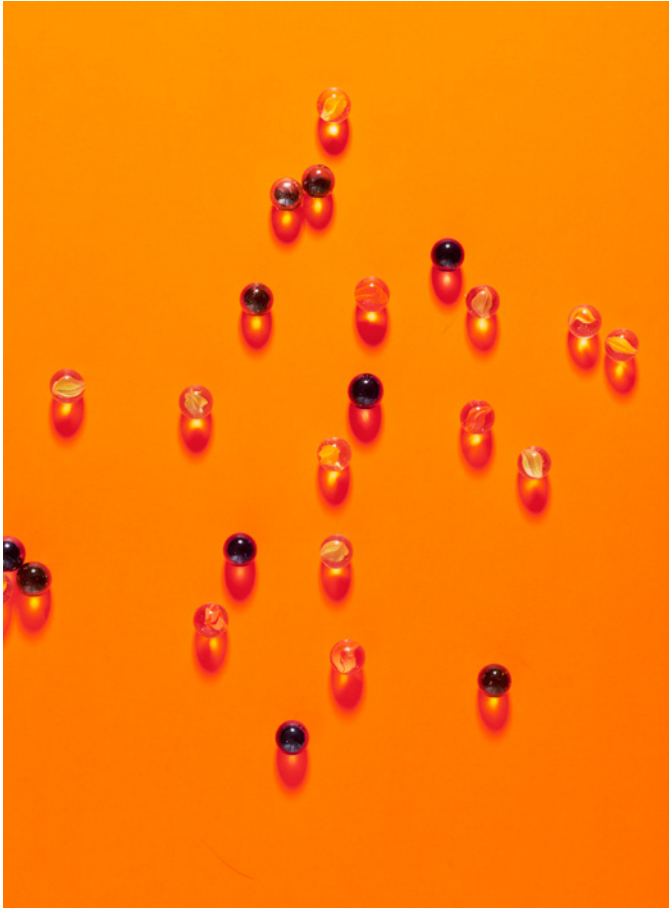
London is wearing a Perfecto jacket **Junior Gaultier** | Dress **Jean Bourget**
Under the dress a skirt by **Little Marc Jacobs**



Siena is wearing a Dress Little Marc Jacobs



London is wearing a Shirt and Jeans by **Molo** | Tank top **Fruit of the Loom**
Bandana and Hat **H&M** | Cowboy boots vintage



Ariana is wearing a Tank top Fruit of the loom
Skirt put as a cape Junior Gaultier | Shorts Telegraph Ave



er Magazine
numero 5

publisher and creative director **Luca Zordan**
art director and graphic designer **Francesco Giarrusso**

