

# Unrealised Potential

ARTIST: Monica Biagioli

TITLE: Strada Handbags

## Outline of Unrealised Potential

Design a collection of handbags to be sold under the brand name Strada. Handbags to be displayed on blankets on the street and distributed solely by street sellers in tourist locations, such as the area around San Marco in Venice, Italy.

I created the first Strada handbags for the Venice Biennale in 2003 as part of an art project commissioned for the Radar Project in Venice. The focus of my work on Strada was the street sellers selling fakes in tourist locations in Venice, putting their wares on blankets on the street pavement and selling imitations of brand name goods, mainly handbags. In developing the project, I was outlining the links between authentic brands sold in boutiques and fakes displayed loosely on street pavements. I developed my own brand of handbags as a mirror to that street trade. The handbags--made with Venetian fabrics and manufactured by a co-operative in Venice that employs ex-prison women--had images of the street sellers stitched onto the front of the bags and carried the Strada label on the inside flap. I distributed the handbags myself, selling them on the streets of Venice during the opening days of the Biennale in 2003.

## Suggested Artists

See above

Signed on behalf of Monica Biagioli by Unrealised Potential, (Chavez-Dawson, Ely & Harris).

Date

For Terms and Conditions see:  
[www.unrealisedprojects.org](http://www.unrealisedprojects.org)



Date  
For Terms and Conditions see:  
[www.unrealisedprojects.org](http://www.unrealisedprojects.org)

Signed on behalf of Monica Biagioli by Unrealised Potential, (Chavez-Dawson, Ely & Harris).

See above

## Suggested Artists

Design a collection of handbags to be sold under the brand name Strada. Handbags to be displayed on blankets on the street and distributed solely by street sellers in tourist locations, such as the area around San Marco in Venice, Italy.

I created the first Strada handbags for the Venice Biennale in 2003 as part of an art project commissioned for the Radar Project in Venice. The focus of my work on Strada was the street sellers selling fakes in tourist locations in Venice, putting their wares on blankets on the street pavement and selling imitations of brand name goods, mainly handbags. In developing the project, I was outlining the links between authentic brands sold in boutiques and fakes displayed loosely on street pavements. I developed my own brand of handbags as a mirror to that street trade. The handbags--made with Venetian fabrics and manufactured by a co-operative in Venice that employs ex-prison women--had images of the street sellers stitched onto the front of the bags and carried the Strada label on the inside flap. I distributed the handbags myself, selling them on the streets of Venice during the opening days of the Biennale in 2003.

## Outline of Unrealised Potential

TITLE: Strada Handbags

ARTIST: Monica Biagioli

# Unrealised Potential