



FORM Or The LUXURY OF The FEMININE FORM That the form serves primarily to inform to us about the nature of the things through its outer aspect is not a discovery of last generation, is clear. But the wealth and complexity of shades that the form locks up and unfolds on itself are inaudita, since the expression of a visual form always goes beyond the practical function of the objects. If to this we added the power of cultural interaction between subject and forms, the intellectual content and sensual that arises from the encounter, a fascinating world arises. An option that will enrich our habits to bury of once all that mórbida indolencia that flies over as moscardón to us disagreeable. And it is that that Jerry Tam knew from always, as our Einstein said, that the ideals that illuminate the way and time and time again provide new value to confront the life are the beauty, kindness and the truth; really, the power of Forma, or what is synonymous of character, personality and identity. Founder and creative force of the company/signature FORM, Mr. Tam have themselves bold with decisions that denote an unusual sense of decisive intelligence to look for it and capture of the beauty as harmony between form and function. Its history speaks to us of its fantastic form to conceive desire. Jerry Tam founds FORM, a group of design with base in New York dedicated to the progressive and original article design for women of strong expression and personal distinction. One says in a moment, but he is that the company/signature has obtained in a time record to take control of an echo than more respectable in the intricate world of the fashion. From the presentation of his first collection Primavera/Verano 2006, the expert publications in the matter were sent like possessed people to cover history: Surface, Anthem, Purple, Zink, Tank, WWD, Style.com, JC Report or Zoozoom are some that already have registered as much for himself. The formula? Personnel and intransferible, like all the special one: to have the gift of the clarividencia to center the creative effort, roderase of an unusual equipment to multidiscipline to enrich visions and not to restrict the battle area towards new goals, and to share knowledge for the sake of the excellence. They already see, are not chimeras ours... Kelly Andrews, the Eric Werner and Jamie Rosenthal conform the triunvirato that supports, renews and animates the cojar with its experiences in diverse creative scopes with the purpose of enriching the end item. Kelly is the Director of Art of FORM. She worked for Helmut Lang and she becomes authentic visionary of the company/signature, and is the one who presents/displays to Jerry to Eric Werner, who had an ample experience like architect, model and restaurador. Eric contributes practical his varied and their aesthetic seal to FORM like Director of Operations. And the estilista Jamie Rosenthal finishes off the play with its knowledge. Because Jerry Tam tries to create an extensive mark and not only another independent fashionable company/signature more than celebrates the work of a single person. Because Jerry did not leave its small native town nor left its successful company of computer science management after studying finances to embark in silly things to say several. Decided to develop its artistic talent, it is transferred to New York and there of Technology graduates in High Seam in the Fashion Institute (FIT), of Design studies fashionable Design in the Parsons School, and works with companies of the caliber of Imitation of Christ, Perry Ellis and Zac Posen. The FORM collections demonstrate their evocative capacity of certain I pull ahead futurist and versatile, they send us to a conceptual speech to the margin of the traditional facet of the indumentaria like symbol of a certain economic or social status. One is to evoke a luxury idea that aspires to congratular itself with the highest level of the sophisticated artistic ideas. Pieces of asymmetric lines, drapeados, double lapels, mixture of textures, castrate and recapa, volumetric architectures of an unquestionable elegance that seems not to have principle nor aim. The future it is made present. A present constant in which the forms emerge without topics transforming the intellectual into exquisite sensuality without restrictions. For more información: <http://www.formnewyork.com>