

Corriere dell' Umbria, Perugia, Italy  
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Translation from Italian article:

### **At Manhattan the creations of the Umbrian designer Stephanie Seymour at conquering New York**

PERUGIA - During the last edition of Eurochocolate at the Artemisia Gallery there was an unusual and popular (about 5,000 visitors) exposition of strange shoes, created precisely for this chocolate event, by Stephanie Seymour. Since the creator of Eurochocolate Eugenio Guarducci is a lucky man who brings luck to others after the Perugian exploit (the press and television covered various reviews) ChocoDelishoes, this exotic title of the show, became an object of curiosity and attraction for the media and designers. So, immediately afterwards, Ms Seymour was invited to the RaiSat Ragazzi transmission where a video of her show in Perugia was projected and in which she created shoes made of cookies, candies and other materials. From November 21 - January 2 10 of her original shoes (not pairs but single shoes) are on show in two windows of Stuart Weitzman's at New York, and precisely on Madison Avenue, one of the most famous streets of Manhattan. The American designer liked Stephanie's shoes so much that he asked her to decorate his boutique windows in Chicago during Easter, and then they will travel to other stores throughout the United States.

"It's important to know", explains Ms. Seymour "the Deli'shoes are not edible. Many people think they are. They are original creations with the effect of cookies, whipped cream, candies, chocolate. I don't decorate them but transform them ironically. Whoever wants can see them on my website: [www.delishoes.it](http://www.delishoes.it)".

Burdened by, or perhaps helped by a last name already famous in the fashion world, (Stephanie Seymour is a Californian model known for her famous magazine covers, and for her artistic nudes in Playboy) the designer, though born in Long Beach and brought up in Los Angeles is an adopted Umbrian because she met and then married the man of her life at Perugia, Pierogiorgio Casavecchia. She presently lives and works in Perugia. "We got married in Los Angeles" she says "and we went to live in the Bay Area for three years where I painted, drew, did graphics and made artistic cards for sale at the Berkeley Museum".

Once back in Perugia Stephanie followed and cultivated her artistic passion also because her husband often travels (but at times I go with him with our two daughters). Ten years ago she invented her embossed watercolors, creating an entire alphabet made of painted figures on embossed paper and painted by hand, and then she showed them at Eurochocolate and Breakfast, contemporarily with a laboratory for children. From Breakfast to Mulino Bianco is a step away. The company commissioned her to create a little booklet with 20 watercolors and was close to her when an exposition was organized at Hemingways, a chocolateria in Florence. Her ideas started to materialize for their freshness and originality. Perugia, a much more traditional city, that always looks with suspicion at creative people for their strange inventions (a store owner once didn't want to use my artwork as a window display because he said "it takes the attention away from the merchandise") hesitates to give her the attention that she deserves. Nevertheless, at Eurochocolate and at Breakfast, Stephanie arrived to Vinarelli, where she painted a woman picking grapes from the sky, was interviewed in a promotional tourism DVD for Umbria and a collaboration with POST museum, where she taught children in a laboratory how to make some of her paper creations.

As an illustrator she had a show of colored pencil drawings on a fruit theme at the Fabbrica del Vapore in Milan, and has several books illustrated by her waiting to find an editor. Actually, Perugia could do a lot more for this artist with an uncontrollable imagination. NEMO PROFETO IN PATRIA now Ms. Seymour has obtained her revenge in her native country, though in New York and not in California. Her amusing shoes (the styles are copyrighted as well as the name, Deli'shoes) are admired every day by New Yorkers who, on the other hand, love originality and an agency of the Big Apple is promoting her. "I know that my ideas are considered "new" both for the technique, and the concept. I hate to be copied by others, I love to invent. My objective is to be original for anything at all: for publicity, for parties, for cakes, for clothes for everything. I love to create objects that are made with very little but that make people smile a lot. I love to joke, write, keep people's morals up. I always have a new idea in mind. A friend said to me, "How can you remember things if you get a new idea every second?"

Translated by Stephanie Seymour  
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