

FOLK X DAMIEN POULAIN: EVERYTHING IS TEMPORARY

Interview by Folk Shop

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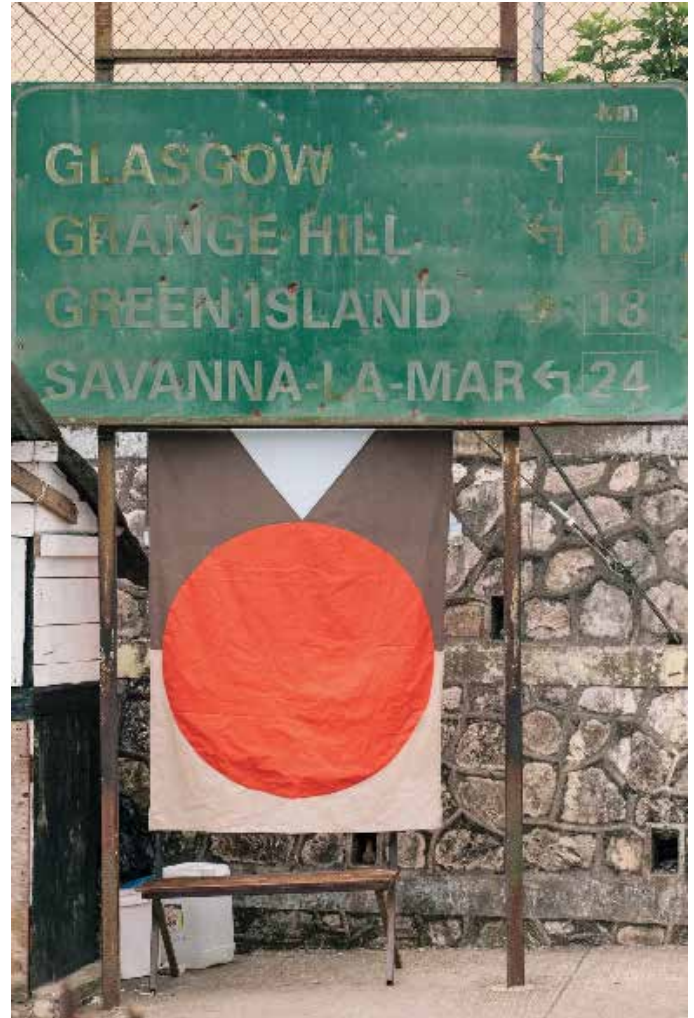
With “Everything is Temporary”, Folk partners with French artist Damien Poulain to create a bespoke collection centred around love, comfort and togetherness.



As a young boy living in a tower block in the suburbs of France, Damien Poulain pored over illustrated dictionaries to learn about other cultures and societies, quickly becoming fascinated by the flags of the world and how these symbolised different territories. Poulain channels this idea with an emphasis on redefining what constitutes a home, showcasing that it's something far beyond ideologies, nation states and allegiances.



Damien Poulain partners with Folk to channel this sensibility with “Everything is Temporary”, creating three flags that embody this alternative understanding of home — one based on feelings like love and comfort. The flags feature across an array of garments, too, in various forms and patterns that’re both subtle and bold. To drive home this idea of togetherness and home being beyond geographical limitations, Poulain and Folk’s flags feature in installations in different environments and landscapes across the world, spreading the artist’s message of love across the globe.



The first flag, 'Home as Memory', is made up of a gentle melody of blues, nodding to the positive effects of calmness and reflection, as well as a soft pink fragment that represents a core memory emerging from a sea of them. The second, 'Home in Movement', features a bold red circle at the centre, with all points leading towards it — a symbol of the earth at the centre of our universe and the fundamental need to protect it. The third flag is titled 'Home as Nature': layers of green and earthy tones are used to represent growth and the importance of our connection with nature.



