

LACOSTE (



MAKING THEIR MARK

THE SEARCH FOR THE NEXT GENERATION OF CREATIVE INNOVATORS

We're setting our sights on visionary thinkers across artistic disciplines whose media, processes, approaches, and results consistently buck trends—and observing as they change the cultural landscape with their work.

Whether it's in the unexpected nature of their creations, the raw simplicity of their tools or the sources of their inspiration, these four have captivated us with their individual approaches to their craft.

> INSTALLATION ARTIST TRANSFORMING THE EVERYDAY

> > MARK REIGELMAN II

Mark Reigelman's installations deal in the remarkable. Whether it is the materials he uses (scrap wood, inflatables, shards of glass), their head-turning scale, or their placement in public spaces (sometimes even ascending the side of a building), his work marries wit, context, and the element of surprise.

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watch, shoes LACOSTE LIVE