**Gennaro AKA Joy**

ITALY

Generally, when people ask me to describe myself I answer that I have a punk-gothic soul and than I find inspiration from skinhead and heavy metal worlds. I love Rubber because you can model it on your skin and it’s easy to personalize. In fact almost all my rubber gear have been designed by me. I don’t mind to be different, alternative or transgressive, I only want to express my passions and find what best suits with them. In these months as Mr Rubber Italy I have always said to ‘newbies’ that Fetish is not a game nor a trend, there are no rules to follow and nobody can tell us what to feel and how to be. We should never betray ourself just to gain the approval of someone else! And... I’m writing the thesis for the Second Level Degree in Chemical Engineering