

## **(CON)TEMPORARY FASHION SHOWCASE: Flora Miranda**

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MAK – Press and Public  
Relations

### **Press Release**

Vienna, 1.9.2023

presse@MAK.at

### **Press Tour**

Friday, 1.9.2023, 10 am

The designer Flora Miranda will present seemingly futuristic haute couture in the historic surroundings of the MAK Geymüllerschloß in the context of the *(CON)TEMPORARY FASHION SHOWCASE* series as of 2 September 2023. The offbeat models of the designer, born in 1990 in Salzburg and living in Antwerp, are much influenced by AI and digitality. With 3D scanning and printing, Miranda creates items of clothing and textile textures, which she quite often “encodes”: Several pieces, including the *IT pieces*, are based on the data of future wearers divulged in the Internet.

Flora Miranda already analyzed the potential of AI for the creative process in 2019, as becomes clear from the video *LaLaLand* (2019) in the Geymüllerschloß exhibition. For this work, Miranda programmed an algorithm with a focus on “sexual attractiveness” that itself “designs” based on 50 3D scans. Although technology is generally connoted as masculine, Flora Miranda is particularly interested in its female side(s); in the self-representation of people read as female in the Internet and feminine ideal body images, related dimensions like sexuality and eroticism as well as female self-empowerment or power.

Miranda emphasizes the performativity of the female sex with hyper-feminine items of clothing that refer explicitly to drag artists like Leigh Bowery or Amanda Lepore. She addresses critical aspects like the hourglass silhouette optimized through medical interventions propagated by influencers, for example, with the *Kim Kardashian Dress* (2019). The artificiality of the silicone material used as well as the oversized and non-fitting dimensions of the dress shift the focus to the constructed nature of beauty norms. Following Legacy Russell’s *Glitch Feminism* (2020) manifesto, she also emphasizes ruptures in reality with the *Cracked Screen* dress from the *Cyber Crack* collection (2020) and thus clearly illustrates the pressure of aesthetic norms in the construction of female identity.

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Also originating from the *Cyber Crack* collection is the *Crinkle Dress* (2020), which Flora Miranda developed in cooperation with the artist Esther Stocker. The grid—the mesh texture covering its surface—should be understood as a catchy metaphor for the networking of the Internet and enable a kind of camouflage or invisibility that is achieved not least through the covering of the face.

In keeping with the motto *The Future is Female*, Miranda imagines a world with the *Time To Tech Up Dress* (2020), in which not only cis men control the (virtual) reality. Its six exchangeable panels visualize female tech heroes on the covers of the fictitious magazine *Die Führerin* (The Leader). The designer, originating from Salzburg and born into a family of artists, had already occupied herself with photo-realistic painting prior to her studies at the fashion academy in Antwerp (including with Walter Van Beirendonck). Her *Memories Painting* scarf “painted” with silicone on a net ground from the *Hyperreal* (2021) collection thus bears witness to her fascination for visual arts, which she translates into the realm of design, either alone or in the context of collaborations.

Stage costumes have been part of her repertoire since 2018. In addition to the *Ballet of Difference* in Cologne, the Bregenzer Frühling, the Wiener Festwochen, and the Opera Ballet Vlaanderen are among her customers. The *Avatar Dress* (2020) shown in the exhibition was used as a bodysuit as a costume for the first time for the *Ballet of Difference* in Cologne before it was adapted by Flora Miranda for the *Cyber Crack* collection in 2019 as a knitted dress and top.

Upon completion of her studies in 2014, Flora Miranda worked with Iris van Herpen before founding her own label in 2016. In this year she was honored at the Austrian Fashion Awards with the “Outstanding Artist Award.” Her dresses can be found, for example, in the collections of the University of Applied Arts Vienna or the MK&G Hamburg.

The designer will present her book *I Am Digital*, which appeared in 2023, on the opening evening of the exhibition *(CON)TEMPORARY FASHION SHOWCASE: Flora Miranda*. It presents a cross-section of her work and contains many of the looks that will be presented in the Geymüllerschloss.

The exhibition *(CON)TEMPORARY FASHION SHOWCASE: Flora Miranda* concludes the season in the Geymüllerschloss following *(CON)TEMPORARY FASHION SHOWCASE: Anna-Sophie Berger. The Years* (13.5.–20.8.2023).

Press photos on the exhibition are available for download at [MAK.at/en/press](https://www.mak.at/en/press).



## Opening Program

**Sat, 3.9.2023, 10 am–8 pm**

2–4 pm

MAK Design Kids: we are going blue! A cyanotype workshop\*

Experiment with an old and sophisticated photographic printing process with shades of blue and use sunlight to create works of art. After collecting leaves and flowers in the garden, you can apply the indigo printing technique (cyanotype) to textiles, which you can then take home with you.

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3–6 pm

Open Aktzeichnen (Open Nude Drawing) by (y)MAK with the artist Iris Andraschek and props by Flora Miranda\*

5 pm

Book presentation *I Am Digital*

On the occasion of the opening of her exhibition in the Geymüllerschloß, the designer Flora Miranda will present her book *I Am Digital*, published in 2023, which shows a cross-section of her work and thus also the looks to be seen in the exhibition in the Geymüllerschloß. The main theme of the publication is fashion-related identity construction in the digital age. Flora Miranda's technology-savvy haute couture creations and visionary ideas for AI-generated clothing are conveyed based on texts by the designer and collaboration partners like the music producer and DJ Alec Empire as well as through images by international photographers.

6 pm

Opening speeches, followed by a dialog tour with designer Flora Miranda and curator Lara Steinhäuser

2–8 pm Drinks and music in the garden\*

*\*The outdoor program will only take place with good weather.*

Continually updated details on the program at: <https://www.mak.at/en>



**Press Tour**

Friday, 1.9.2023, 10 am

**Opening**

Saturday, 2.9.2023, 6 pm

**Exhibition Venue**

MAK Geymüllerschloßel,  
Pötzleinsdorfer Straße 102, 1180 Vienna

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**Exhibition Dates**

2.9.–3.12.2023

**Opening Hours**

In the 2023 season, the Geymüllerschloßel is open from 13.5.–3.12.2023,  
Saturdays and Sundays, 10 am–6 pm.

The Geymüllerschloßel must unfortunately remain closed on 26 and 27  
August due to exhibition change work.

Open until 8 pm on the opening day of the exhibition (until 9 pm in the park)

**Curator**

Lara Steinhäuser, Curator, MAK Textiles and Carpets Collection

**Admission**

€ 7

Free admission for children and teens under 19

Free admission with MAK Annual Ticket

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