

Press Release

SHOW OFF. Austrian Fashion Design

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| Press Conference | Thursday, 13 February 2020, 8:30 p.m. |
| Opening | Thursday, 13 February 2020, 9 p.m. |
| Exhibition Venue | MAK Exhibition Hall MAK, Stubenring 5, 1010 Vienna |
| Exhibition Dates | 14 February – 12 July 2020 |
| Opening Hours | Tue 10 a.m.–9 p.m., Wed–Sun 10 a.m.–6 p.m. |

Starting on 14 February 2020, the MAK will be the stage for the most outstanding contemporary fashion designed/made in Austria. As the first comprehensive major exhibition of its kind, *SHOW OFF. Austrian Fashion Design* will invite visitors to engage with Austrian fashion in an international context on multiple levels. Guest curator Ulrike Tschabitzer-Handler, together with guest co-curator Andreas Bergbaur and Brigitte Winkler as scientific advisor, will orchestrate an extraordinary time travel through fashion in a spectacular setting: spatial installations by architect Gregor Eichinger will set the scene for a course through Austrian fashion avant-garde from the 1980s until today.

The centerpiece of the MAK exhibition will be a huge, 6.5 m tall, light, and openly structured sculpture in the central room of the MAK exhibition hall. It will be accessible on several levels and make a direct experience of approximately 250 fashion objects possible: clothing, shoes, bags, as well as jewelry by approximately 60 designers. The transparent architecture will allow for 360-degree viewing of the exhibits.

In this spectacular fashion tower, reduced designs will be contrasted with sweeping silhouettes, dazzling surfaces, or experimental techniques and materials. Conceptual approaches and sociocritical manifests will face traditional and historical sources of inspiration. Reminders of the Wiener Werkstätte, traditional Austrian garments (Tracht), and Adolf Loss' aesthetic heritage will enter into a dialogue with global scenarios.

Revolutionary designs by two of the most influential fashion icons will form the starting point of this center of the exhibition: Rudi Gernreich, an American of Austrian descent, whose designs revolutionized the global approach to fashion from LA in the late 1970s,

and Helmut Lang, fashion star and artist with Austrian roots living in New York, will represent examples for the potential of the local fashion scene.

Additionally, large prints by 34 fashion photographers will draw attention to the culture of visual expression of fashion. Many of the represented photographers work in an international context and have contributed to the international standing of Austrian fashion design.

Around this core of the exhibition *SHOW OFF. Austrian Fashion Design*, three additional storylines will unfold:

The impressive video installation *talking heads* will bring more than 20 prominent figures—model agents, stylists, journalists, organizers of fashion shows—directly into the exhibition. In interviews, they will view the local fashion scene critically and express visionary perspectives.

The education in fashion at the University of Applied Arts Vienna is considered to be of the most renowned on an international level. Starting with the appointment of Karl Lagerfeld, an internationally acclaimed designer, as professor at the “Angewandte,” rector Oswald Oberhuber launched a radical innovation boost in the early 1980s. Further stars like Jil Sander, Jean-Charles de Castelbajac, Vivienne Westwood, Helmut Lang, Raf Simons, or Lucy & Luke Meier were to follow. A media installation by Lumine, a group of projection artists, will set the stage for outstanding works from the last 40 years of fashion education at the “Angewandte.”

SHOW OFF. Austrian Fashion Design will also review the sociocultural circumstances and perception of Austrian fashion. First editions of the magazine *WIENER*, the voice of the avant-garde in the 1980s, will be represented just as the magazines *ahead*, *Flair*, *Diva* or *Indie*. Videos will bring legendary shows of the U-fashion back to life. An outline of the history of fashion initiatives and a look into the archives of fashion expert Brigitte Winkler will provide new insights into the Austrian fashion scene.

The extensive research work for the exhibition will provide a sound foundation for a structured extension of the MAK Collection in the area of contemporary Austrian fashion design.

Participating Designers and Labels:

___fabrics interseason, AND_i , Andreas Kronthaler, Arthur Arbesser, ASSASYN, Atil Kutoglu, Awareness & Consciousness, Bless, BRANDMAIR, Carolin Holzhuber, Christoph Rumpf, Claudia Rosa Lukas, DEMIAN, Edwina Hörl, EVA BLUT, FATEEVA, Femme Maison, Flora Miranda, FLorian Jewelry, George Bezani, GON, Gregor Pirouzi, Hartmann Nordenholz, Helmut Lang, House of the very island's, Jana Wieland, Karin Bergmayer, Kenneth Ize, Ledea Muard, Lena Hoschek, Leos, Ludwig Reiter, Macchu Picchu, Marc Thomas Merz, Marina Hoermanseder, Mark Baigent, Maximilian Rittler, meshit, Michaela Buerger, MICHEL MAYER, Modus Vivendi, Mühlbauer, Natalie Zipfl, ODEEH, pelican avenue, Petar Petrov, Peter Pilotto, Rani Bageria, rosa mosa, Rubin & Chapelle, Rudi Gernreich, SAGAN Vienna, Schella Kann, SEMI DEI, Sissy Pink, Sonja Bischur, Susanne Bisovsky, Thomas Kirchgrabner, Ute Ploier, Wendy&Jim

Participating Photographers:

Christian Anwander, Andreas H. Bitesnich, Bela Borsodi, Michael Dürr, Marina Faust, Lukas Gansterer, Peter Garmusch, Irina Gavrich, Mark Glassner, Yasmina Haddad, Gerhard Heller, Anaïs Horn, Raphael Just, Jakob Lena Knebl, Bettina Komenda, Rudi Molacek, Markus Morianz, Stefanie Moshammer, Elsa Okazaki, Günter Parth, Bernd Preiml, Rafaela Pröll, Hanna Putz, Peter Rigaud, Markus Rössle, Elfie Semotan, Daliah Spiegel, Udo Titz, Helga Traxler, Esther Vörösmarty, Jork Weismann, Erwin Wurm, Wolfgang Zac, Maria Ziegelböck

Press photos for the exhibition are available for download at MAK.at/en/press
Additional photo material available on request at presse@MAK.at.
Details regarding the supporting program are continuously updated at MAK.at.

Cooperation partner:

di:'angewandte

Universität für angewandte Kunst Wien
University of Applied Arts Vienna

Press Data

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| Guest Curator | Ulrike Tschabitzer-Handler |
| Guest Co-Curator | Andreas Bergbauer |
| Scientific Advisor | Brigitte Winkler |
| Scientific Assistants | Michael Neulinger, Noushin Redjaian |
| Project Assistant | Lara Steinhäuser, Curator, MAK Textiles and Carpets Collection |
| Exhibition Design | Gregor Eichinger |
| Supporting Program | Continuously updated at MAK.at |
| MAK Admission | € 14 / Reduced € 11 / Family Ticket € 15 Tuesdays from 6–10 p.m.: Admission € 6 Free admission for children and teens under 19 |
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Vienna, 27 January 2020