

DESIGN MUSEUM

DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD
TICKETS: Adults £8.50; Concessions £6.50;
Students £5.00; Under 12s free
OPENING: 10.00 -17.45 Daily. Last Admission: 17.15
PUBLIC INFORMATION T: 020 7940 8790
W: designmuseum.org
ADVANCE BOOKING T: 020 7940 8783 W: ticketweb.co.uk



Media Announcement

Hussein Chalayan

- From fashion and back

22 January – 17 May 2009

In association with



creative.puma.com

Fully established at the forefront of contemporary fashion design, the twice named “British Designer of the Year,” Hussein Chalayan, the Creative Director of Sport Fashion for PUMA, is renowned for his innovative use of materials, meticulous pattern cutting and progressive attitudes to new technology.

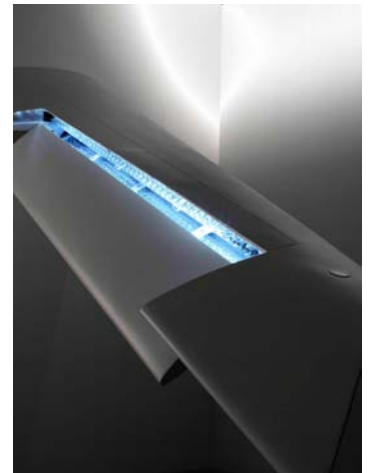
This exhibition will be the first comprehensive presentation of Hussein Chalayan’s work in the UK. Spanning fifteen years of experimental projects, the exhibition explores Hussein Chalayan's creative approach, his inspirations and the many themes which influence his work such as cultural identity, displacement and migration.

Exhibits will include ‘Afterwords’ which explores the notion of ‘wearable, portable architecture’ in which furniture literally transforms itself into garments; ‘Airborne’ bringing the latest LED technology to fashion design with a spectacular dress consisting of dazzling crystals and over 15,000 flickering LED lights and ‘Readings’ a dress comprising of over 200 moving lasers presenting an extraordinary spectacle of light.

Presenting fashion as a site of exploration and as expressions of concepts, Hussein Chalayan challenges preconceived notions of what clothing can mean, rather than as garments with only functionality in mind. Motivated by ideas and disciplines not readily associated with fashion, Hussein Chalayan’s pioneering work crosses between architecture, design, philosophy, anthropology, science and technology.

Since 2003, Hussein Chalayan has also directed art projects, including the short films “Temporal Meditations”, “Place to Passage” and “Anaesthetics”. In 2005, he represented Turkey at the 51st Venice Biennale with *Absent Presence*, featuring Tilda Swinton.

Hussein Chalayan’s presentations demonstrate his unique ability to combine beautiful and wearable clothes for today with an intriguing vision of the future.



Images clockwise from top left:

Afterwords, 2000.

Still taken from the short film *Absent Presence*, featuring Tilda Swinton.

Repose 1, 2006, Aircraft wing with Swarovski crystals

Notes to editors:

1. Biography

Hussein Chalayan was born in Nicosia, Cyprus. At the age of 12, he came to England to study and later graduated from Central St Martin's College of Art and Design, London in 1993. His highly inventive graduate collection, *The Tangent Flows* was bought in full by the London retailer, Browns. Chalayan set up his own label in 1994 and his debut collection was shown at London Fashion Week in 1995 and won critical acclaim. He participated in numerous exhibitions worldwide including *Radical Fashion* at the V&A, London (1997), *Fashion at the Kyoto Costume Institute* in Japan (1999), *Airmail Clothing* at the Musee de la Mode, Paris (1999), *Century City* at Tate Modern (2001), *Godess: The Classical Mode* at Moma, New York (2003) and *Skin + Bones: Parallel Practices in Fashion and Architecture* at Somerset House, London (2008). His first solo exhibition took place at the Groninger Museum, The Netherlands in 2005. In the same year, he represented Turkey at the 51st Art Biennale in Venice. He now sells internationally and shows bi-annually in Paris. He has succeeded in working simultaneously in a commercial and conceptual vein, designing costumes for opera and dance performances and developing his ideas in film and installation work as well as in the fashion industry. He has routinely collaborated across disciplines with industrial designers, musicians, jewellers and textile designers. In 2006 Chalayan was awarded an MBE for services to the fashion industry. Hussein Chalayan won a prestigious Brit Insurance Designs of the Year Award 2008 for his *Airborne*, Autumn/Winter collection.

2. Sponsor

'Hussein Chalayan is a visionary in fashion, design and art and brings his forward-thinking design to PUMA as our Creative Director for Sport Fashion. We are proud to support the Hussein Chalayan retrospective and help to showcase his work at the Design Museum - a place we can strongly relate to as a brand.' Jochen Zeitz, CEO, Puma.

3. Media View 21 January:

Press Conference 10am – 11am:

Deyan Sudjic (Director of the Design Museum), Hussein Chalayan, Jochen Zeitz (CEO PUMA), Donna Loveday (Exhibition Curator).

4. A selection of limited Hussein Chalayan exhibition merchandise is available exclusively at the Design Museum Shop www.designmuseum.shop

5. **Late Night Opening:** 24 April, Museum open until 10pm

**To request further information, images, and interviews please contact
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