

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

Basso & Brooke **- Adventures on the Silk Road**

16 June – 10 September

Design Museum Tank

FREE EXHIBITION



Bruno Basso & Christopher Brooke are renowned for producing unique and inspired textiles and prints. Having travelled to Uzbekistan on one of four exchanges initiated by the British Council, the duo present their new collection inspired by this journey in the Design Museum Tank.

The Basso & Brooke aesthetic is based on advanced and highly complex digital prints combining to create a fabric-based fashion statement; it is this unique appreciation of textiles that led the British Council to select them for the project. Over the past two years the British Council's Architecture, Design, Fashion department have developed a programme of *New Silk Road* events in Uzbekistan, Kazakhstan, Iran, Pakistan and Bangladesh. A series of residency exchanges combine the unique craft skills from the region with the contemporary visual language of designers from the UK to help forge links between practitioners in the UK and Central and South Asia. The British Council project, *New Silk Road*, aims to use the arts traditions of the region to make these estranged places vivid again, and to address negative stereotypes with a creative energy, that is independent of politics.

In October 2009 Basso & Brooke spent ten days on a research tour of Uzbekistan which coincided with Uzbek Fashion Week. During their tour they spent three days working with weavers at the Yodgorlik Silk Mill in the Fergana Valley in Uzbekistan. They were joined by Ruth Greany, textile designer at Woven Studio, who worked with Basso & Brooke to design unique black and white Ikat prints which have been produced exclusively for them. All of the fabrics will be digitally printed, in the pair's characteristic style, and incorporated into a capsule collection inspired by their experiences in Uzbekistan. The collection will be displayed in the Design Museum Tank which is situated outside the museum.

Filmmaker Chloë de Carvalho joined Basso & Brooke in Uzbekistan and has created a 10 minute film which will be available to view at the Design Museum and can also be seen at www.britishcouncil.org.

Ends



All photographs by Chloe Andrews de Carvalho.

Notes to Editors:

1. Basso & Brooke:

Bruno Basso and Christopher Brooke formed their eponymous fashion label in 2002. The pair won the Fashion Fringe Award in 2004 and the Elle Style Best New Designer Award in 2006. In 2009 they were nominated for a Brit Insurance Design Award at the Design Museum for their Spring/Summer '09 collection. Since 2005 they have shown collections at London Fashion Week as well as in Moscow, Sao Paulo, Singapore and Shanghai. Bruno was born in Brazil and trained in graphic art, and Christopher was born Nottingham and trained in fashion design. The designers are renowned for their pioneering use of digital printing in textiles and are the first designers to employ this technique in all of their work.

2. The British Council

The British Council is the UK's international organisation for educational opportunities and cultural relations. We work in over 100 countries worldwide to build engagement and trust for the UK through the exchange of knowledge and ideas between people. We work in the arts, education, English, science, sport and governance and last year we engaged face to face with 13.2 million people and reached 221 million. We are a non-political organisation which operates at arm's length from government. Our total turnover in 2008/9 was £645 million, of which our grant-in-aid from the British government was £209 million. For every £1 of government grant we receive, we earn £2.21 from other sources. www.britishcouncil.org

3. Exhibition mannequins supplied by BONAVERI.

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