

Azzedine Alaïa: The Couturier

Tour proposal



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the
DESIGN
MUSEUM



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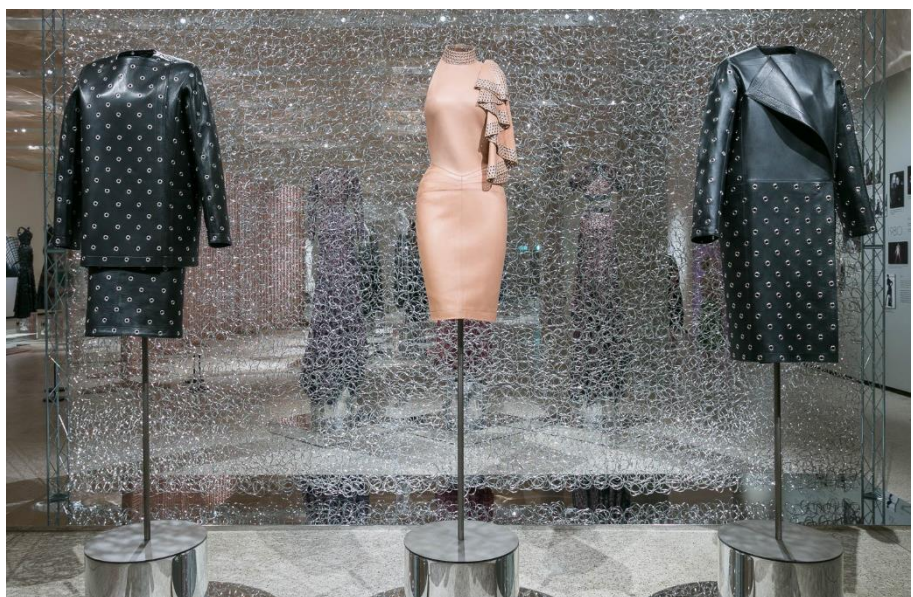
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The Design Museum Touring Programme

The Design Museum Touring Exhibitions Programme was set up in 2002 with an aim to bring design exhibitions to audiences around the UK and internationally. Since then, the Museum has toured more than 100 exhibitions to 96 venues in 26 countries worldwide.

In May 2018, The Design Museum was awarded the title of European Museum of the Year and commended by the panel for its effort in developing 'an important democratic and multi-layered intercultural dialogue, with a significant social impact in the community'.

The Design Museum touring exhibitions range in size from 150 to 1000 square metres and cover all areas of design – architecture, fashion, furniture, graphics, product, and more.



EXHIBITION VIEW, 'REVOLUTIONARY SKINS'. CREDIT: MARK BLOWER.

Exhibition overview



EXHIBITION VIEW, 'EXPLORING VOLUME'. CREDIT: MARK BLOWER.

The first UK exhibition to present the outstanding work and creative talent of the Tunisian born Parisian fashion designer, *Azzedine Alaïa: The Couturier* was developed by the Design Museum in close collaboration with the designer and his team at Maison Alaïa.

Azzedine Alaïa is known as one of the fashion industry's free spirits, revered by stars and designers. Before his untimely passing last year, Alaïa produced a significant and highly influential body of work, from early made-to-measure garments for private clients such as Arletty and Greta Garbo to successful ready-to-wear collections in the 1980s which established his reputation in Europe and the US for his 'second skin dressing'. In the 1990s, Alaïa focused his time and skill on the craftsmanship of couture and the meticulous shaping, cutting, pinning and sewing of each garment directly on the female body.

This exhibition is a unique opportunity to see Alaïa's mastery of couture, the exceptional cut and quality of materials used to produce stimulating forms. It showcases an outstanding collection of garments, dating from the early 1980s to 'looks' seen for the first time, expressing the timeless and enduring nature of his designs.

Specially commissioned screens divide the exhibition space and create a creative dialogue between Alaïa's unique work and the work of leading contemporary designers that he called friends: Konstantin Grcic, Marc Newson, Ronan & Erwan Bouroullec, Kris Ruhs; a fifth

screen showcases drawings of Alaïa's creations by his lifelong partner Christoph von Weyhe.

To give further insight into the world of Azzedine Alaïa, a large area of the gallery wall space is dedicated to a timeline of his life, enriched by photographic reproductions marking the milestones in the Couturier's life.

Photographs by Richard Wentworth, who documented the fashion house over the past two years, are present throughout the exhibition, capturing the detail and texture of couture production, as well as the building in which rolls of fabric are transformed into wearable sculpture. These photographs give an insight into the hard work and elaborate processes of making couture, but also to the warmth of Alaïa's working community.



EXHIBITION DETAIL, SCREEN BY CHRISTOPH VON WEYHE. CREDIT: MARK BLOWER.



© RICHARD WENTWORTH. COURTESY OF THE ARTIST AND ASSOCIATION AZZEDINE ALAÏA.

The themes

The exhibition presents Alaïa's work as Monsieur Alaïa himself wished to present it. His figure-conscious forms and voluminous formal dresses are shown as 11 themes (or groups) highlighting his distinctive approach and interests, such as the form of the female body, the use of innovative materials and the painstaking experimentation with couture techniques. These groupings mix different periods of work together, presenting Alaïa's unique development and his perfecting of ideas and techniques over many years and across collections.

The themes are:

- | | |
|--|-----------------------------|
| 1) Sculptural Tension | 7) Black Silhouettes |
| 2) Decoration and Structure | 8) Renaissance Perspective |
| 3) Revolutionary Skins | 9) Fragility and Strength |
| 4) Exploring Volume | 10) Timelessness |
| 5) Other Places, Other Cultures | 11) Wrapped Forms |
| 6) Spanish Accent | |



EXHIBITION VIEW, 'SCULPTURAL TENSION'. CREDIT: MARK BLOWER.



EXHIBITION VIEW, 'BLACK SILHOUETTES'. CREDIT: MARK BLOWER.

What are they saying

'A must-see', Elle

'A fitting tribute to the couturier', Vogue

'Incredible', Will Gompertz, BBC

'Stunningly presented', Forbes

'A simple appreciation of the technical brilliance of a designer's hands-on artistry.', The Guardian



EXHIBITION DETAIL. CREDIT: MARK BLOWER.

Exhibition details

Curator: Mark Wilson

Design Museum Curator: Gemma Curtin

Venues: Design Museum, London
10 May – 7 October 2018

Available: from 2019

Space: approx. 900m2



EXHIBITION DETAIL, SCREEN BY KONSTANTIN GRIC. CREDIT: MARK BLOWER.

Terms and conditions

Hire fee on request.

INCLUDED IN HIRE FEE

- Curation and concept by the Design Museum
- Administration and tour management by the Design Museum
- Exhibits
- Use of images and film with rights cleared
- DM exhibition text in digital format (English only included)
- Use of DM exhibition and graphic design concept
- Use of mannequins

COSTS PAYABLE BY THE VENUE

- Hire fee, payable in instalments
- Share of crating costs and storage of empty crates
- Nail-to-nail, fine art insurance
- Installation and de-installation costs, including build, lighting, technicians, couriers and any additional staff required on site
- Provision, installation and maintenance of AV kit
- Translation and production of Exhibition graphics, fee to graphic designer
- Publicity costs, press or printed materials such as private view invitation, flyer, poster, advertising
- Any other costs relating to exhibition production.



EXHIBITION DETAIL. CREDIT: MARK BLOWER.

Contact

To find out more about this exhibition and other tours available, please contact:

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DESIGN MUSEUM ATRIUM DISPLAY, CREDIT: MARK BLOWER.