

Kickoff of the MQ Summer of Fashion

The MQ Summer of Fashion is starting its opening weekend from June 14 to 16 with an extensive program. In addition to the fashion exhibitions "Reflecting Fashion: Art and Fashion Since Modernism" (mumok) and "TECHNOSENSUAL: where fashion meets technology" (freiraum quartier21 INTERNATIONAL), events include a fashion show in the Main MQ Courtyard featuring works by graduating students from the Herbststrasse college of fashion, design, and textiles, a photo booth party, and a performance of Benoît Maubrey's "Audio Ballerinas."

This summer at the MuseumsQuartier Wien, the emphasis will be on fashion as an experience and on making us aware of its close connection with art while promoting active exchange between the two creative disciplines. Nowhere else in Austria will this many different fashion events take place this year. For the first time, the majority of the cultural institutions based at the MuseumsQuartier Wien will be concentrating their individual activities on a common theme. Numerous creatives from Austria and other countries are dedicating their energy to this goal. The first major fashion show in the Main MQ Courtyard takes place on June 15 and will be opened by Dr. Andreas Mailath-Pokorny, Executive City Councillor for Culture and Science for Vienna. The event is free.

The day before, on June 14, Minister of Culture Dr. Claudia Schmied will open the two big fashion exhibitions at the mumok and freiraum quartier21 INTERNATIONAL, marking the official kickoff of the MQ Summer of Fashion. "By staging the Summer of Fashion, the MQ is bringing us a trendsetting project in which the many different art and cultural institutions at the MuseumsQuartier are presenting a diversified program under a common theme for the first time," says Minister Schmied. "The initiative will add a collective dimension to the sense of individuality at the MQ. In the course of the summer months, fashion in all its facets and for every target group will be the focus at the MuseumsQuartier. From mid-June to mid-September, exhibitions, fashion shows, workshops, performances, installations, and accompanying educational programs will visibly demonstrate the living and interdisciplinary nature of this form of art."

The big summer exhibition "Reflecting Fashion: Art and Fashion Since Modernism" at the mumok introduces clothing and fashion as an integral part of art that plays a role for notable artists like Giacomo Balla, Sonia Delaunay, Joseph Beuys, Andy Warhol, Yayoi Kusama, Cindy Sherman, and Stephen Willats. The historically structured presentation explores the theme with examples ranging from 1910 to the hyped crossover of art and fashion that started in the 1990s and continues to have a major influence on artistic production today. The show will open at 19:00.

"TECHNOSENSUAL: where fashion meets technology" shows the fashion of the future at freiraum quartier21 INTERNATIONAL. It features electronic textiles and wearable technologies designed by international haute tech couture designers like Bart Hess, Lucy McRae, Ying Gao, Studio Roosegaarde, Bogomir Doring, Philips design, and Maartje Dijkstra. Curated by Anouk Wipprecht, the show presents intelligent clothing that combines fashion and technology and expands the possibilities of contemporary fashion design. The exhibition opens at 20:00 with performances by Bart Hess and Maartje Dijkstra, a DJ set, robotic drinks, and guest of honor Sabine Seymour, expert in Fashionable Technology at Moondial. In a panel discussion moderated by Frederick Baker on June 15 at 19:00, independent designers will talk about intelligent clothing combining fashion and technology.

Works by emerging designers from the graduating classes of the Herbststrasse college for college of fashion, design, and textiles will be showcased on June 15 in the first big fashion show in the Main MQ Courtyard. A prominent jury is selecting some 100 outfits for the opening event at the MQ. The fashion show will be opened at 20:00 by Dr. Andreas Mailath-Pokorny, Executive City Councillor for Cultural Affairs and Science: "As a hotspot in the heart of Vienna, the MuseumsQuartier is an ideal venue for a catwalk. I'm really looking forward to this initiative," he says. "It gives the broad public an opportunity to experience the tremendous diversity of the Vienna fashion scene at first hand. I think it's especially exciting that all the institutions working at the MQ have gotten together in the context of a common theme to shed new light on fashion from many different perspectives."

After the fashion show, the artist collective Apparatus 22 will take the audience by surprise with an explosive performance. Developed especially for public space at the MQ, performances will accompany each major outdoor event during the MQ Summer of Fashion under the title "Positive Tension (in the Air)."

The program continues on June 16 at 13:00 and 21:00 with performances of the AUDIO BALLERINAS – a project by Benoît Maubrey/DIE AUDIO GRUPPE and TONSPUR für einen öffentlichen Raum/quartier21. Dancers wearing electroacoustic skirts made of Plexiglas transform the Main MQ Courtyard into a stage for unheard of sounds. The audio tutus are interactive, electronic musical instruments that permit the fully autonomous production and reproduction of sound. Sounds are produced, modified, and projected through improvised body movements and strict choreographies.

From 17:00, Photoautomat/quartier21 and the fashion label NOLZ are throwing a photo booth party with drinks. Artist Melanie Kretschmann is giving visitors a chance to have their pictures taken in a photo booth and participate in a fashion collection. Designer Stefanie Nolz will reinterpret all of the photo strips created here and incorporate them in a T-shirt collection to be presented at a fashion show on August 18.

All summer long, visitors can look forward to an extensive range of shows, exhibitions, workshops, performances, discussions, presentations, and guided tours related to fashion and art. In addition to collaborations with a majority of the institutions based at the MQ, partnerships are taking place with a number of cultural institutions all over Vienna.

"Fashion is a topic that's ideally suited for interdisciplinary cooperation, and it shares a lot of common ground with the world of art. It's as diverse as the MuseumsQuartier, and this makes it possible for the cultural institutions based at the MQ to contribute and participate. So our coexistence has evolved into an act of sharing. At the same time, it represents a living, contemporary aspect of Vienna, and we're honored to provide the venue for fashion to find its full expression," says MuseumsQuartier Director Dr. Christian Strasser.

The highlights in the coming months include a dance performance with Lucia Glass in cooperation with Tanzquartier Wien (June 29), "20 Years of Tiberius" (July 3), the frame[o]ut film festival with well-known fashion blogger Diane Pernet (July 6), various fashion shows with Susanne Bisovsky (September 5), a preview Fall/Winter 2012 fashion show with Combinat and MQ Point (August 22), and "Catwalk to the Past," a historic fashion show through the millennia from the Stone Age to the Baroque in cooperation with the Museum of Natural History (August 4). As an added bonus, Mario Soldo will produce Austria's largest fashion mob (August 8).

As if that is not enough, there will be an extensive program for kids and teens, discussions and symposiums on the theme of fashion, a fashion convention, a blogger flea market, designer projects, performances by MQ artists-in-residence, and much more.

The presenting sponsor supporting the MQ Summer of Fashion is Vöslauer; Dr. Hauschka is the sustainability partner.

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