

Phoenix Art Museum

News Release

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Phoenix Art Museum presents 3-D-printed couture from acclaimed designer Iris van Herpen

Iris van Herpen: Transforming Fashion showcases 15 collections from the forward-thinking Dutch fashion designer

PHOENIX (December 12, 2017) – Beginning on February 24, Phoenix Art Museum will host the exhibition, *Iris van Herpen: Transforming Fashion*, celebrating the career of the Dutch fashion designer. Renowned for her use of 3-D printing, van Herpen is widely considered one of contemporary fashion’s most progressive creators, and is a favored designer of style icons, including Beyoncé, Lady Gaga, Björk, Cara Delevingne, and others. The exhibition, *Transforming Fashion*, is the result of a collaboration between the Groninger Museum (the Netherlands) and the High Museum of Art (Atlanta, Georgia) and will feature 45 ensembles from 15 collections spanning 2008 to 2015, a selection of van Herpen’s fantastical shoe designs, and footage from runway shows. Phoenix Art Museum is the western-most and final U.S. destination to host this acclaimed exhibition, which will be on view in Steele Gallery from February 24 through May 13, 2018.

“We’re delighted to bring the singular vision of Iris van Herpen to Phoenix Art Museum,” said Amada Cruz, the Sybil Harrington Director and CEO of Phoenix Art Museum. “Her multidisciplinary approach to creation, melding art, science, and architecture with traditional methods of garment construction, represents a radical, contemporary vision that we’re proud to host in our Museum. We’re so excited to be able to share the best of international art and fashion with our community, right in the heart of our city.”

Since her first runway show in 2007, the 33-year-old Dutch designer has made a name for herself within and beyond the fashion world by combining tradition with radical innovation. Van Herpen is unparalleled in her multidisciplinary approach to creation; her most prominent collaborators include artists, architects, and scientists such as Philip Beesley, Jólán van der Wiel, and Bart Hess, as well as teams at the European Organization for Nuclear Research (CERN) and Massachusetts Institute of Technology. In 2011, TIME Magazine included her 3-D printed dresses on its list of 50 Best Inventions. Van Herpen is hailed as a pioneer for her use of 3-D printing as a construction technique and guiding aesthetic principle, utilizing the technology to create sculptural garments with unfamiliar forms. Her distinct viewpoint has inspired collaborations with progressive musicians and actresses such as Björk, Tilda Swinton, Gwendoline Christie, and Grimes, and her special projects include dressing Scarlett Johansson for the film *Lucy*, creating the dress Beyoncé wore in her “Mine” music video, and producing Lady Gaga’s ensemble for the launch of her “Fame” fragrance. A former ballet dancer, van Herpen has also created costumes for the Paris Opera and the New York City Ballet, collaborating with choreographer Benjamin Millepied (of the 2010 *Black Swan* film) and the Berlin-based dance company, Sasha Waltz & Guests.

“Iris van Herpen’s unique fusion of technology with couture craftsmanship has made her a pioneer of Paris haute couture and an undeniable agent of change in the fashion world,” said Dennita Sewell, the Jacquie Dorrance Curator of Fashion Design. “Her ‘New Couture’ blends the past and future into a distinct vision of the present, and completely reimagines the possibilities of what fashion can and will become.”

Phoenix Art Museum is the western-most destination on the North American tour of the exhibition, and the last chance to see these extraordinary collections of futuristic fashions.

About the Exhibition

Iris van Herpen: Transforming Fashion is co-organized by the High Museum of Art, Atlanta and the Groninger Museum, the Netherlands. The exhibition was curated by Sarah Schleuning, High Museum of Art, and Mark Wilson and Sue-an van der Zijpp, Groninger Museum. It is made possible through the generosity of donors to the Museum’s annual fund. For more details about the exhibition, please visit phxart.org/exhibition/iris-van-herpen.

This special engagement exhibition is free for Museum Members and past and present members of the Military. Admission is offered to the general public at \$5 for all ages, plus general admission (required). During voluntary-donation, free-access times, when general admission is free of charge, admission is \$5. Free-access times include Wednesdays from 3 – 9 pm, the first Fridays of every month from 6 – 10 pm, and the second weekend of each month (Saturday from 10am – 5pm and Sunday from Noon – 5pm). For a full breakdown of general admission prices and hours, please see bit.ly/VisitPhxArt.

To request interviews and high-resolution photography, contact Phoenix Art Museum's Marketing and Communications Office, at 602.257.2105 or email margaree.bigler@phxart.org.

Exhibition Programs

Members' Preview Day

February 23, 2018 | 10 am – 5 pm

Phoenix Art Museum Members are invited to preview the exhibition before it opens to the public. No RSVP necessary.

First Friday

March 2, 2018 | 6 pm – 10 pm

Every First Friday, Phoenix Art Museum offers free general admission and \$5 special exhibition pricing to *Iris van Herpen: Transforming Fashion* from 6 pm – 10 pm. Enjoy live music, in-gallery performances, and more. For details, see <http://www.phxart.org/events/calendar>.

Arizona Storytellers: Stylish Stories

March 14, 2018 | 7:00 pm – 9:00 pm

Fashion goes beyond clothing. It can be a statement of who we are and how we want the world to see us. Join The Arizona Republic and azcentral.com for a night celebrating self-expression in the Great Hall at Phoenix Art Museum. Each ticket includes free entry to the famed *Iris van Herpen: Transforming Fashion* exhibition. Purchase tickets here: <https://tickets.azcentral.com/e/arizona-storytellers-stylish-stories>.

About Phoenix Art Museum

Phoenix Art Museum has provided access to visual arts and educational programs in Arizona for more than 50 years and is the largest art museum in the Southwestern United States. Critically acclaimed national and international exhibitions are shown alongside the Museum's permanent collection of more than 18,000 works of American, Asian, European, Latin American, Western American, modern and contemporary art, and fashion design. The Museum also presents festivals, a comprehensive film program, live performances and educational programs designed to enlighten, entertain and stimulate visitors of all ages. Visitors also enjoy vibrant photography exhibitions through the Museum's landmark partnership with the Center for Creative Photography, University of Arizona. To learn more about Phoenix Art Museum, visit phxart.org, or call 602.257.1880.

About Iris van Herpen

Iris van Herpen is a Dutch fashion designer who is widely recognized as one of fashion's most talented and forward-thinking creators who continuously pushes the boundaries of fashion design. Since her first show in 2007 van Herpen has been preoccupied with inventing new forms and methods of sartorial expression by combining the most traditional and the most radical materials and garment construction methods into her unique aesthetic vision. She calls this design ethos "New Couture." Today, van Herpen continues to work within her Amsterdam studio, where new ideas are born, and where Haute Couture orders are meticulously crafted for her global clientele, each creation passing through the designer's own hands.

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