

Press Release

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Acknowledgement: Ernst Moritz

Her Royal Highness Princess Máxima opened Arnhem Fashion Biennial 2009 - SHAPE

On Friday June 5, Her Royal Highness Princess Máxima spectacularly opened the world's largest cultural fashion event held in the Eusebius Church in Arnhem. The theme of the third edition of the Arnhem Fashion Biennial is SHAPE, which took months to prepare. Not only the main exhibition, part of which is a route through wooden pavilions built on five-metre high stilts, but also dozens of additional expositions are open to the public.

Opening ceremony

In the opening ceremony, Angélique Westerhof, founder of the Dutch Fashion Foundation, welcomed the public in the specially equipped catwalk hall in the Eusebius Church. This was followed by Arnhem Mayor Pauline Krikke expressing her views on the Biennial: "This year, the organisation has managed to make the Biennial again into a completely novel, inspiring and surprising event. That's what makes the Arnhem Fashion Biennial so special. The choice of the locations, the set-up of the exhibition and the selection of the designers: every time the Biennial attracts us with the unexpected and the controversial."

Then Her Royal Highness Princess Máxima opened the 2009 Arnhem Fashion Biennial in a sensational way before Japanese designer Yoshikazu Yamagata expressed his view on the theme of SHAPE in a catwalk presentation. After the opening ceremony, Piet Paris phrased his enthusiasm: "The opening and the exhibition surpassed my expectations, and this means great recognition for designed fashion and a real encouragement for young designers. It surprised me that she knows so much about the designers."

Exhibition

The theme of SHAPE is conspicuously present at cultural education events like symposiums and workshops, and dance and film shows. The Arnhem Fashion Biennial is also celebrated for its socially involved projects. This edition presents the initiatives of four organisations focussed on the practical

orientation of Dutch clothes and fashion that are devised and carried out with a social heart. Within the scope of art, SHAPE is the key element for exhibitions and displays in the Historic Museum Arnhem, the Museum for Modern Art Arnhem and the Visual Arts Centre in Arnhem. The Provincial Government Building is temporarily transformed into a House for Design, with '*The Secret of ArtEZ*'. The main exhibition is presented on a route past pavilions on stilts connecting the City Hall with the Eusebius Church. One hundred and fifty garments make clear what the connecting theme of SHAPE means in Arnhem, and why 'shape' is so alive in fashion. Fashion designers show that not only one but several ways can be used to create special forms. A much talked-about exhibition, numerous displays, a symposium, workshops, shows and a glossy magazine give insight into SHAPE. Arnhem Fashion Biennial is held from June 6 until July 6. The fee charged for admission to the main exhibition is € 10. The full programme is given at www.arnhemmodebiennale2009.com.

Noot voor de redactie / Niet voor publicatie:

Voor meer informatie over de Arnhem Mode Biënnale kunt u contact opnemen met:

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