

June 2012: Press Release

## Yohji Yamamoto at Design Museum Holon, Israel

### July 5 – October 20, 2012

In an Israeli first, Design Museum Holon is proud to announce an exhibition by legendary designer Yohji Yamamoto.

Maestro of avant-garde fashion, Yohji Yamamoto remains one of the world's most influential and enigmatic designers and over the last forty years has made a vital contribution to fashion, challenging traditional norms of clothing with his style. The display at Design Museum Holon is particularly meaningful as it coincides with the 60<sup>th</sup> anniversary of the Japan-Israel relationship and the 40<sup>th</sup> anniversary of Yamamoto's company, Y's.

Yohji Yamamoto says *"After exhibiting in London, Florence and Paris, it is a natural flow for me to organise an exhibition in Israel this time – a country very rich in culture. In an era where we only receive prepared information, as a thinker, I want to see Israel with my own eyes and feel it through my skin to get to know it well. Now I will be able to experience it live"*.

The exposition will challenge and re-conceptualise the way in which conventional fashion exhibitions are presented. A series of site specific installations will be presented throughout the Museum spaces and will examine the intriguing dialogue developed between Yamamoto's groundbreaking work and the distinctive architectural structure of Design Museum Holon, designed by Ron Arad.

The exhibition will present over 80 Yohji Yamamoto's signature women and menswear silhouettes, exploring discussions between people, places, clothing and design. The expressive installation, designed by Mr Masao Nihei, will cleverly bring together all the various indoor and outdoor spaces of the museum, including the two major galleries, lab space, garden and public areas. The flow of objects through the various spaces will create a continuous stream of inspiration, inviting visitors to experience a journey of emotions, memories and design.

This Exhibition is supported by the Japan Foundation and The Embassy of Japan in Israel to celebrate the 60th anniversary of diplomatic relations between Japan and Israel.

The lower gallery will recreate the vibrancy and heightened feeling of a bustling city with 38 figures moving according to a time based mechanism, accompanied by an urban soundtrack. In contrast to Yamamoto's image as 'the master of black', the selected work will showcase designs rich in colour and texture for the simulated cityscape. *"I like cities"* says Yamamoto in a 2002 interview with Hans Ulrich Obrist, *"I like them because they allow great freedom, in them we can be anonymous, a lot of things happen in them, things change at every given moment. Cities are always in the process of change"*.

The upper gallery will invite visitors to interact with the abstract installation in a soft, focused and meditative space. A great tree made of lights will occupy the centre of this space, serving as a source of light and energy, for the ten black and red evening gowns located throughout the gallery. The space will provide a tranquil and mystical experience that invited the spectator to sit and ponder, whilst the dramatic positioning serves to create a discourse between the experience of a museum visitor and that of a Yamamoto fashion show spectator.



*"It is important for me to present before an audience without rehearsals", says Yamamoto, "because it is alive and immediate, and I immediately approach the real moment in which models and garments meet for the first time, and then quite naturally something unexpected happens, which I like. They walk out to the front of the stage, face the audience, and behind the scenes we feel the reaction. That moment, which is very emotional, cannot be represented by any medium, neither photography, film, nor text".*

The Design Lab, which will be transformed into an integral part of the exhibition space this summer; will show some twenty male figures dressed in black in conversation with a white figure attired in a Pina Bausch gown. Additional figures will be positioned in a curvilinear passageway, the Museum forecourt and the Upper Pavilion.

Galit Gaon, Design Museum Holon's Chief Curator, comments, *"Working on the exhibition was one of the most complex, challenging, and riveting, processes we have undergone in the two years we have been operating. Bringing together two creators like Ron Arad and Yohji Yamamoto wasn't self-evident, and was attended by meticulous examination of movement and presentation space – exterior and interior alike. At the same time, we look forward to the moment when the very first visitors come in, and only then will the exhibition come to life".*

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**For press information or visuals of the exhibition and Design Museum Holon, please contact Sameera Hanif and Amy Ullman at LUCHFORD APM: sameera.hanif@luchfordapm.com, amy.ullman@luchfordapm.com; + 44 (0) 20 7631 1000**

#### Notes to Editors:

1. World-respected designer Yohji Yamamoto is renowned for blurring the boundary between fashion and the arts. He has influenced theatrical and cinematic fashion in addition to establishing menswear and sportswear collections on an international scale.

Yohji Yamamoto graduated from Keio University in 1966 with leading Japanese So-en and Endo fashion awards. In 1972, he created Y's Company Ltd, presenting collections in Tokyo, Paris and New York. A decade later, the designer introduced Yohji Yamamoto Inc and presented the Yohji Yamamoto Femme, then Homme collections in Paris. In 2002, Yamamoto started a partnership with adidas, was appointed creative director of Y-3 and presented a sportswear collection during the Paris ready-to-wear fashion week.

During his career, Yamamoto has created striking costumes for several of Takeshi Kitano's movies, as well as for the opera *Tristan and Isolde*, directed by Heiner Müller. His clothing has been exhibited worldwide, including museums and galleries in Paris, Tokyo, London, Florence and Antwerp. Yamamoto received the "Chevalier de l'Ordre des Arts et des Lettres" nomination from the French Minister of Culture in 1994 and the "Commandeur de l'Ordre des Arts et des Lettres" nomination from the French President in 2011.



2012 marks the 40-year anniversary of Y's Company Ltd and the inauguration of Yohji Yamamoto as the president of the International Festival of Fashion and Photography of Hyères (France).

2. Designed by world-renowned architect Ron Arad, Design Museum Holon was inaugurated in March 2010 and has quickly established itself as the most exciting recent development to emerge in the Middle East. The Museum is part of an urban regeneration initiative which aims to transform the City of Holon into a centre for design. Central to Design Museum Holon's mission is to supply an enriching and thought-provoking environment for visitors to explore exciting and engaging design ideas, principles, processes and objects in a tactile and practical fashion.  
[www.dmh.org.il](http://www.dmh.org.il)
3. A fully illustrated catalogue will accompany the exhibition, containing interviews and articles by leading authors from Israel and around the world, including: designer Ron Arad about working with Yohji Yamamoto for the design of his flagship store in Tokyo; theoretician and curator Hans Ulrich Obrist, in a unique interview with Yamamoto and Penny Martin, editor of *The Gentlewoman*, about the connection between fashion and photography.
4. To mark the collaboration between Yohji Yamamoto and Design Museum Holon, a special Yamamoto store-in-store will be opened in Tel Aviv Port area at "Comme il Faut" complex. The store will offer a variety of Yohji Yamamoto items for sale throughout the exhibition period, alongside a series of lectures.
5. Design Museum Holon 2012 programme:

September 2012

Design Museum Holon will host *Parallel Nippon*, a Japanese architecture exhibition, in one of the municipal galleries. The exhibition continues the celebration of the 60<sup>th</sup> anniversary of the Japan-Israel relationship.

October 2012

Yohji Yamamoto's unique exhibition will conclude during Holon Fashion Week (HoF12). This year, Holon Fashion Week will focus on Yamamoto's work and influence on various aspects of contemporary culture, with the visionary designer returning to Holon to meet with the public and young designers.

November 2012

Design Museum Holon will present historical and contemporary Central Eastern European design in an exhibition exploring the distinct identities of countries that previously made up the Eastern Bloc. There will be an accompanying conference and catalogue.

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