

October 2014: Press release

Design Museum Holon, Israel

www.dmh.org.il

IRIS VAN HERPEN

Opening: 22 November 2014

Closing: 7 March 2015

**NEW COUTURE BY IRIS VAN HERPEN FROM THE
GRONINGER MUSEUM COLLECTION**

**Design Museum Holon bring the ground breaking
solo exhibition of Iris van Herpen to Israel**

New Couture by Iris van Herpen from the Groninger Museum Collection, opening in November at Design Museum Holon to coincide with Holon Fashion Week 2014, is the first time the designer's work will be shown in Israel. The exhibition will show an edit of collections from a career which began in 2007. A diverse and beautiful body of work pays close attention to van Herpen's ability to work with traditional crafts techniques and complicated handwork, alongside cutting edge techniques such as 3-D printing.

Iris van Herpen is one of the leading designers within the fashion community with a career that began with an internship at Alexander McQueen, before starting her own label in 2007. In 2008, van Herpen was nominated for the prestigious Createurope: The Fashion Academy Award and has since continued to be recognized for her remarkable, sculptural outfits and collections which utilize a broad combination of materials and influences. – whalebones used in children's umbrellas, synthetic boat rigging and other wondrous sources, creating pieces that push boundaries of imagination but also wearability.

Sculptural effects with an astonishing visual impact appear both organic and futuristic and for van Herpen, the representation of her imagination and unique narratives are vital in demonstrating a skill that combines fashion training with an ability to engage on a wider scope within the art and design arena.

Van Herpen's collections each have their own distinctive story. For instance, *Crystallization*, the first fashion collection to feature 3D printed dresses whilst *Radiation Invasion* explores the invisible radiation and signals all around us that make telecommunication possible. The *Synesthesia* collection has a neurological phenomenon as its starting point, where a mingling of sensory perceptions occurs. For the *Micro* collection, Van Herpen drew inspiration from the world of micro-organisms.

Iris van Herpen's careful choice of materials and the extraordinary techniques that are presented in the exhibition were a natural choice for Design Museum Holon, whose vision is to serve as a leading hub for innovation in design. Playing an active role in the museum's vision of becoming a leading center for design innovation is the Museum's Material Library. This library, the first of its kind in Israel, and a pioneer in the international design world, will present a dedicated exhibition exploring van Herpen's use of materials to run alongside *New Couture*.

The project has been made possible in part by a grant from the Creative Industries Fund NL and is supported by the Embassy of the Kingdom of the Netherlands in Israel. The



exhibition is organised by the Groninger Museum, the Netherlands. Curators: Mark Wilson and Sue-an van der Zijpp.

EDITORS' NOTES

Iris van Herpen runs at Design Museum Holon, Israel from November 22nd 2014 to 7 March 2015.

Design Museum Holon

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.

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Iris van Herpen Collections:

Iris van Herpen (Wamel, 1984) is one of the most striking young fashion designers of this moment. Van Herpen graduated from the ArtEZ Hogeschool voor Kunsten (ArtEZ Institute of the Arts) in Arnhem, did an internship with Alexander McQueen among others, and started a label under her own name in 2007. A year later, she was nominated for the prestigious Createurope: The Fashion Academy Award. Her outfits appeared in fashion magazines such as Vogue, Numero and Dazed and Confused. In conjunction with United Nude, she launched a limited-edition shoe line in 2010. In 2011 Van Herpen became a member of the prestigious Chambre Syndicale de la Haute Couture.

www.irisvanherpen.com

Chemical Crows – January 2008:

Van Herpen's collection highlights her fascination with black magic and alchemy. With references to birds and specifically crows and their love of all things glittering, she uses this as a backdrop to controlling and transforming materials in an alchemist like fashion. She shows how she develops the urge to turn the crows, who are very much in her imagination, into gold. Just as an alchemist turns base metals into gold, van Herpen transforms coloured umbrella ribs into fairy like fan shapes. She uses industrial yarns to create layered textures that give an impression of a suit of feathers. The collection features theatrical upright collars and beautiful shapes that create a sense of drama as if the models are preparing for a mysterious ritual.

Refinery Smoke – July 2008:

This collection references the double life that smoke can live – either a momentous, all-encompassing spectacle, alive and at other times sinister and dangerous. The smooth textures, made van Herpen think as to whether she could ever capture this moving phenomenon and for one to be able to wear this. Using metal gauze, this unsurprising material not often seen in the fashion world, is molded and shaped to create an almost silk like finish to the material.

Mummification – January 2009:

Inspired by Egyptian mummification and the intense rituals that surround this process, van Herpen represents these procedures in both subtle and obvious ways. Techniques such as wrapping, swaddling and covering are combined with geometric and graphic patterns.

Radiation Invasion – September 2009:



Van Herpen realized after an intercontinental phone call, just how many rays of digital information are passing around us continuously. It was also the fact that we can only receive these rays of information with very specific means, that made van Herpen imagine that perhaps one day human beings might be able to manipulate these rays. In this collection, the wearer is surrounded by a frozen complex of wavy rays, which have this own life.

Synesthesia – February 2010:

Using this rare neurological condition of mixing sensory perceptions, Synesthesia, explores this hallucinatory sensation through mixing materials and making them difficult to recognize immediately. Leather is treated in a special way to make the viewer to question what the material is. By wearing these garments, one also has an entirely different experience, with hypersensitive, vibrating instruments or receptors creating a unique sensation.

Crystallization – July 2010:

This collection came about through a collaboration with van Herpen and the Betham Crouwel Architects. Using a new building designed by Betham Crouwel, which was nicknamed the bathtub, van Herpen created a collection where the wearer feels like the dress falls around them like a splash of water. Water, whether in its liquid form or hard crystallized form, form the focus in this collection. Again, van Herpen uses materials that are unusual and surprising in a fashion context – 3D printing becomes a technique that encapsulates the collection.

Escapism – January 2011:

Van Herpen looks to the effect of escaping from everyday reality through addictive digital entertainment and the results this has on the human psyche. Also referenced are the works of the American artist Kris Kuksi – where the bizarre and the fanciful are brought together with the calm and spiritual elements. Collaborating with another architect, Daniel Widgrig, and rapid prototyping using 3D techniques, lacelike structures are created without the need to do any handwork.

Capriole – July 2011:

Debuting in Paris as the member of the Chambre Syndicale de la Haute Couture, the new collection showed five striking outfits that evoke the feeling of just before one jumps or free falls. Two existential extremes are felt – the intense feeling of energy concentrated in your body as you fall, followed by the sense of relief as you arrive safely on the ground. The collection translates these two emotional extremes, such as the snake dress which consists of serpentine forms made of acrylic sheets that writhe around the wearer, evocative of the mental state at the moment before a jump.

Micro – January 2012:

Focusing on the world of microorganisms and inspired by the work of Steve Gschmeissner, the science photographer, van Herpen looks at the idea that tiny particles are so near to our bodies and that we don't know much about these. Once again, the collection looks at handwork and highly advance technological ideas combined together. Sculptural pieces that refer to cell structures, plasma and ciliate organisms make the viewer intrigued as to what they are and where they came from.

Holon Fashion Week
24-29 November 2014



Holon Fashion Week (HoF14) will attempt to decipher the elusive essence of inspiration in the fashion industry, to examine the process in which creative thinking develops, and to formulate a profile of the contemporary muse.

Holon Fashion Week is being held its seventh year as part of the vision of the City of Holon to become a leading hub of activity and innovation in the world of design.

As in previous years, HoF14 includes an international conference that will be attended by prominent fashion industry figures in Israel and around the world. There will also be a programme of master-classes, workshops, unique pop-up spaces, viewings of fashion films and the famed Israeli Fashion Awards Ceremony.

For press information or high-resolution imagery of the exhibition and Design Museum Holon, please contact LUCHFORD APM:
Katherine.cocke@luchfordapm.com / Katie.trueman@luchfordapm.com

+44 (0) 20 7631 1000

תחרות המלונות, 9, חולון, 58458

פקס 03-5021544

מבטח המדינת, גבעה גולדה מניר 6 חולון 58458

טלפקס 03-5021544

Mediatheque Complex, 6, Golda Meir St., Holon, Israel Fax 972 3 5021544

www.dmh.org.il

info@dmh.org.il

מוזיאון העיצוב חולון
Design Museum Holon
متحف التصميم حولون

