

IDENTITY DRESS, International Fashion Design Exhibition

3rd edition of a creative experiment exploring creativity

19 November – 13 December 2015, National Museum of Slovenia (Ljubljana, Slovenia, EU)

project curators: Eric Maj Potočnik & Matjaž Plošinjak

IDENTITY DRESS is a creative experiment with a curated palette of highly expressive international fashion designers involved, showcasing the reflection of individual's identity. The third edition of the project is currently enriching the main hall of the National Museum of Slovenia until 13 December 2015.

24 November 2015

Curated by **Eric Maj Potočnik** and **Matjaž Plošinjak**, **IDENTITY DRESS** discovers and constantly re-explores the possibilities of expression in design when limited by a strictly defined form. Based on the same dress pattern, each participant, whether a young aspiring talent or a well established designer contributes to the challenge by creating a dress that defines him. The highly anticipated fashion-related project in the region launched on Thursday night, 19 November, at the **National Museum of Slovenia**, in Ljubljana (Slovenia, EU), and will be exhibited in its premises until 13 December 2015.

The opening event started in the form of a show, through which the exhibition itself got set up. Dresses were first showcased on models and afterwards got replaced by tailors dummies to close the show. With the opening show **IDENTITY DRESS** always emphasizes the individuality of each creator, yet respects the uniformity of the concept idea, by downsizing the focus towards the dresses only. The homogeneity in the models, illustrated by their make-up and their clean porcelain-looking hairstyle, destined to wash away the identity of the models, substituting the subject as an object. The transposition of the identity from the body onto the object, being the dress, reminded the audience of transhuman beings, all belonging to the same army. An army of authentic designers who came to prove that fashion is not just about consumption, but essentially a means of expression of oneself.

The present exhibition reflects that ambition. Orchestrated into an intradimensional showcase inbetween the walls of the museum's vast atrium, the dresses are displayed all across it's space around the half-circled center, like a constellation of individual artefacts under the high baroque ceilings ornamented with a levitating neon lights installation supported by ABSOLUT.

This year, the orbit is represented by two continents, from 14 countries in total; using conceptual craftmanship techniques, such as **Baiba Ladiga - Kobayashi** (Latvia) with plastic sheets, **Derek Lawlor** (United Kingdom) by impressive chordwork sculpture, **Leandro Cano Luque** (Spain) transforming the silhouette into a porcelain-looking garment, and **Viviano Sue** (Japan) true to his use of unconventional ideas such as long haired shoulders.

Some designers dared to challenge the sheath dress form by creating a three-dimensional effect, especially **Ece Ozalp** (Turkey) who rendered an illusion of perception, or **Loredana Bahorić** of **Charlie Design** (Croatia) true to her abstract volumes creating a new shape onto the body. Even so **Timotej Bistan** (Slovenia) comparing his designer debuts to a visual creative eruption, similarly to **Paula Carmen Rimoli** (Italy) who chose to symbolize her blooming second skin, and not to forget, **Yojiro Kake** (Japan / Italy) creating a new allure through precise origami-like folding of fabric.

On the other hand, a few chose to stay within the form by exploring its surface research, among which **Dajana Ljubičić** (Slovenia), by tiling black reptile-looking leather stripes, but also **Jolka Wiens** (Germany / Netherlands) exploring a laser engraving technique, where **Matic Veler** (Slovenia) chose to incorporate lasercut shapes. **Judith van Vliet** (Netherlands), mixed different textures and contrasting cuts, **Stefán Orschel-Read** (United Kingdom / Hong Kong) created a 3D effect through embroidering beadwork onto a custom-made digital print, and finally **Yong Kyun Shin** (South Korea) weaving silk stripes in a mosaic *trompe-l'oeil* pattern.

Among all, three designers have oriented their creativity towards wearability, yet insisted on an interesting research on its pattern construction and honored the opportunity to revolutionize by detail, print, and cut. **Dóra Mojzes** (Hungary), superposed organic layers of safety-pins printed fabric, **Eleftheria Arapoglou** of **Digitaria** (Greece), synthesizing the technical likes of a trenchcoat and jumpsuit in a single dress and **Nikki Duijst** (Netherlands), using her signature barcode print onto a double paneled garment.



IDENTITY DRESS 2015 exhibition / photo: Jože Svetičič

Accompanying the IDENTITY DRESS, there is a fashion exhibition titled **I feel the Dress**. Installed in the hallway surrounding the atrium of the museum and curated by Eric Maj Potočnik, it narrates the story of Slovenian clothing culture and Slovenian identity through eight individual outfits. As a perfect continuation, the exhibited garments visualise the idea behind the Slovene national brand *I Feel Slovenia* and illustrate the creativity of the nation, integration and interweaving of history, nationality and individual's identity. Among them, we can recognize the look named *I feel Identity*, the curator's very own 'Metamorphose' dress, the trigger idea for the well-known dress pattern used at each edition of the IDENTITY DRESS project.

Through the expressive sharpness of both exhibitions genuinely completing each other, the visitor is encouraged to understand that garment *per se* surpasses its excessive commercial character and becomes an art form. IDENTITY DRESS is thereby affirming its influence on the international fashion scene as an independent platform. Its aim is to prove diversity by putting expressive fashion designers from all around the globe in the foreground, continually showcasing relevant design ideas that contribute to creativity, authenticity and innovation.

Text by Feyrouz Ashoura

Online platform IDENTITY DRESS: identitydress.com

Facebook: facebook.com/identitydress

Instagram: instagram.com/identitydress (@identitydress)

Twitter: twitter.com/identitydress (@identitydress)

Official hashtag: **#IDENTITYDRESS**

IDENTITY DRESS PR

Feyrouz Ashoura, International PR

fa@identitydress.com

+352691841418

Maša Vodušek, General PR

pr@identitydress.com

+38641934146

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