

Azzedine Alaïa: The Couturier

10 May – 7 Oct 2018



the
DESIGN
MUSEUM

Azzedine Alaïa at the Design Museum

Appeal

Developed in partnership with Maison Alaïa and Azzedine Alaïa Association, this will be the first fashion exhibition hosted in the Design Museum's new premises and the designer's first exhibition in the UK. It will coincide with the opening of Alaïa's flagship store in London, the only one outside France.

The exhibition will take place in the museum's main gallery (850m²) ground floor and is expected to reach a minimum of 60 thousand visitors.



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Exhibition Concept

Guest curated by Mark Wilson, chief curator of the Groninger Museum, NL, the exhibition will present a selection of 70 garments from the Maison Alaïa archives 1980s-2010s – some never shown before.

The exhibition will also integrate specially commissioned architectural elements by leading artists and designers chosen by Alaïa: Ronan & Erwan Bouroullec, Konstantin Grcic, Marc Newson, Kris Ruhs, and Tatiana Trouvé.

Following a brief set by guest curator Mark Wilson, the designers are working with Galerie Kreo to produce the commissions which Maison Alaïa will own.



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Azzedine Alaïa: The Designer

Born in Tunisia and working in France for over 30 years, Azzedine Alaïa was recognised throughout his life as a master couturier who expressed the timeless beauty of the female form in the most refined degree of haute couture.

Celebrated for his mastery of cut, fit, tailoring, of innovative forms and materials, Alaïa designed by draping and sculpting directly on the human frame. He also meticulously cut all his own patterns, which was virtually without equivalent in the increasingly depersonalised world of fashion houses. Azzedine Alaïa, a notorious perfectionist, would work on a single outfit for many years if necessary before releasing it to the public. His body of work will remain a statement for exacting craftsmanship. He employed traditional techniques whilst embracing the latest technological advancements to further develop clothes that had never been made before.



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Azzedine Alaïa Circle

To celebrate his work, the Design Museum is forming a Circle of Friends of Alaïa who share a passion for fashion. The circle will support and play a role in ensuring the success of this unique exhibition that will showcase Monsieur Alaïa's passion for fashion as he himself intended it to be seen.

Acknowledgement

- Recognition within the Design Museum and surrounding the exhibition, including the website, the exhibition panel and catalogue.

Hospitality and Invitations

- Complimentary membership of the Design Circle as a Patron for a year.
- Invitation to the opening night of *Azzedine Alaïa: The Couturier* and to an exclusive breakfast and installation tour of the exhibition hosted by the Director of the Design Museum and the curators.

Catalogue

- Complimentary catalogue of the exhibition.









the Design Museum Trustees

The museum is a charity registered in England and Wales and governed by a board of 19 trustees. The board of trustees delegates its authority to seven sub-committees, which comprise trustees, directors, senior management staff and co-opted advisors, to advise on specific areas of the Design Museum's operations.

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