

40TH INTERNATIONAL
FILM FESTIVAL ROTTERDAM
26 January - 6 February 2011

OUT OF FASHION EXHIBITION
27 Jan 18:00 (Opening)
28 January - 5 February 12:00 - 20:00 hours

Rot(t)terdam
Cultural supermarket
Meent 119-133
Rotterdam

OUT OF FASHION EXHIBITION



INTERNATIONAL
FILM FESTIVAL
ROTTERDAM

EXHIBITION OUT OF FASHION

The exhibition provides a background to the film programme; an aim also reflected in the design of the exhibition. For visitors it is as if they are taking a look behind the scenes at one of the fashion film shoots of a fashion house. Special storyboards and three special installations are on display, all demonstrating the relationship between fashion designers and cinema.

DETAILS OF THE STORYBOARD CHILDHOOD STORAGE BY ANNA NICOLE ZIESCHE



ANNA-NICOLE ZIESCHE
(1972, HAMBURG, GERMANY)

How are adults influenced by events in their childhood? In the film *Childhood Storage* (see: Out of Fashion Magazine: Conceptual Spaces) Anna-Nicole Ziesche searches her nursery room for an answer to this question.

For the film, Anna-Nicole Ziesche compiled a storyboard, made up of photos and drawings. This storyboard can be seen in the exhibition, together with the model that led to the design of the set. Ziesche studied Fashion Design at the prestigious Central Saint Martins College of Art and Design in London. In 2000 she made her first film *'Infinite Repetition'* for her graduation show. The film suggested not only a new way of communicating fashion but also revealing a process of continuously developing designs and shapes. Ziesche works as a visual artist, is fashion teacher at the Central Saint Martins and research fellow: Design for Performance at the London College of Fashion.



MAQUETTE BY ANNA NICOLE ZIESCHE