

OUT OF FASHION:
MAASTRICHT EDITION
14 may 17.00 (Opening)
14 may - 26 June 2011

NAiM/Bureau Europa
Avenue Céramique 226
(next to the Bonnefantenmuseum,
entrance Daemslunet)

HOURS OF OPENING
Tuesday - Sunday 11 a.m. - 5 p.m

OUT OF FASHION MAASTRICHT EDITION

naim/
bureau
europa

INTERNATIONAL
FILM FESTIVAL
ROTTERDAM

OUT OF FASHION

14/05/2011 - 26/06/2011

OUT OF FASHION EXHIBITION

OUT OF FASHION FILMS

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 several 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* (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 dra-
wings. 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; she made her first film *Infinite
Repetition* for her graduation show in
2000. The film suggested not only a new
way of communicating fashion but also
revealed a process of continuously
developing designs and shapes.

Besides *Childhood Storage*, Anna-Nicole
Ziesche will show *Changing Lines* (2001).
This clip shows the designer in a 'life
animation' simply exploring the process
of designing a garment. It depicts the de-
sign process as a constant shifting of
lines and proportions, without reference
to the components which transform a
garment into a contemporary fashion item.
The garment takes on an iconic role.
BOTH WORKS CAN BE SEEN FROM 14 MAY - 26 JUNE AT
NAiM/BUREAU EUROPA.

CASSETTE PLAYA (2007)

Cassette Playa (Carri Munden) is a
'toxicolour uniform for hard boys and
girls battling real and virtual worlds...'

Cassette Playa has been presented four
times as part of MAN, the London Fashion
Week menswear initiative with a film in-
stallation (MAN A/W 06/07), a catwalk
show for S/S 2007, 'L.S.I', followed by a
film show on the runway entitled '///>>>' and the 'Future Primitive' catwalk show
for S/S 08. For the A/W 10/11 'Neuromance'
collection, Cassette Playa presented the
world's first Augmented Reality Fashion
show as part of the British Fashion Council
Digital Space.

During the exhibition at NAiM/Bureau
Europa, Cassette Playa's I CAN HAZ UR
NIGHTMARZ TURNZ TO DREAMZ (AW08)
can be seen. This video was made in
collaboration with Pitti Immagine.

BLESS

BLESS is a platform that was founded in
1997 by Desiree Heiss (1971, Freiburg,
Germany) and Ines Kaag (1970, Fürth,
Germany). Together they run BLESS -
Heiss from Paris and Kaag from Berlin.
Conceptually challenging, BLESS adopts
a multidisciplinary approach and moves
between fashion, sport, visual art, design
and architecture. Every BLESS collection
has a specific number and name that