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Ressort: Kunst, Kultur und Musik

Exhibition Maison Amsterdam Nieuwe Kerk

AMSTERDAM (NL), 09.11.2021 [ENA]

De Nieuwe Kerk Amsterdam has been temporarily transformed into Holland's largest fashion house: MAISON AMSTERDAM City, fashion, freedom. The exhibition presents over 150 creations, historical and contemporary, that tell stories of Amsterdam as a fashion capital with its own, entirely unique

unique signature. MAISON AMSTERDAM seeks out what is typically 'Amsterdam' about the fashion in this liberal and creative city, which is cherished as the city where anything is possible. It is the first large-scale fashion exhibition that has the city of Amsterdam at its core. With many iconic highlights and Queen Máxima's wedding dress as the final scene.

Strolling through the city

In the exhibition you take a stroll through the city and through periods in time. Beginning on Dam Square, where De Nieuwe Kerk is located. And onwards, past places such as the Zeedijk, the Vondelpark and the Eastern Ports, each associated with their own specific fashion themes. You dive into the nightlife of the roaring twenties and the heyday of the famous '80s and '90s nightclubs RoXY and iT. You visit historic department stores, fashion shows and festivals, such as the Hartjesdagen and Ketj Koti. What effect does freedom, but also unfreedom, have on fashion?

Haute couture meets youth culture

Iconic couture and innovative designs take their place alongside revolutionary trends such as the mini skirt and the punk jacket. These are styles that were born from youth culture, such as the hippies on Dam Square, graffiti and the punk movement that left a visible trail through the city. The emphasis is on individual garments, each telling its own story through the eyes of the designer, or the wearer. Jeans, for example, purchased at the first jeans shop on the Warmoesstraat, or the iconic Rainbow Dress. Themes such as sustainability, gender and diversity are woven into this exhibition.

Collection: designers from then and now

MAISON AMSTERDAM presents historic masterpieces from the fashion collection of collaboration partner Amsterdam Museum, as well as a wide variety of contemporary designs. On display are creations

Redaktioneller Programmdienst: European News Agency

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by famous twentieth century couturiers such as Frank Govers, Frans Molenaar, Max Heymans and Fong-Leng', and also internationally renowned designers of today, such as Ronald van der Kemp, Iris van Herpen, Jan Taminiou and Viktor & Rolf. The new generation is featured prominently with designers like Amber Jae Slooten, Karim Adduchi, Ninamounah, Bonne Suits, Patta and Daily Paper. Furthermore, Amsterdam is highlighted as Denim City: the worldwide hotspot of famous denim labels such as G-Star.

Famous Wearers in the audio tour

In addition to an abundance of creations from the collections of fashion designers and museums, the exhibition also includes dozens of loans from private individuals. Six Famous Wearers have been asked to look in their wardrobes for a piece of clothing that symbolizes freedom for them. The Famous Wearers are: Mayor Femke Halsema of Amsterdam, singer/songwriter Jeangu Macrooy, former editor-in-chief Avenue Louki Boin, fashion journalist and program maker Aynouk Tan, Marine Corps veteran Peter Bercx, co-owner Club ChUrch and drag queen activist Jennifer Hopelezz. The chosen creations are shown in combination with a video message.

www.nieuwekerk.nl until 3 april 2022

Bericht online lesen:

https://www.european-news-agency.de/kunst_kultur_und_musik/exhibition_maison_amsterdam_nieuwe_kerk_-82512/

Redaktion und Verantwortlichkeit:

V.i.S.d.P. und gem. § 6 MDStV: dr Paola Testoni

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