

18 APRIL 2011

ALTERNATIVE FASHION BEFORE THE GLOSSIES: 1985 - 1995 (30 April - 12 June 2011)

Garage Center for Contemporary Culture's spring exhibition *Post Soviet Fashion: 1985 – 1995* will explore the extraordinary history of fashion in a decade of extreme change in Russia and examine the influences of an emerging underground culture. It will trace different trends from the time of post-Perestroika until the arrival of the first international fashion publications into Russia in the mid-90s.

The exhibition of over 100 unique fashion photographs will reveal how the explosion of alternative fashion in Russia during this period became a symbol of wider social and political changes. The past conformist Soviet fashion was rejected, in its place individualism and creativity thrived. It was a time of independence and new freedom, and it was this sense of independent thought that fed fashion's alternative direction. Some of the iconic designs from this time included hoop-skirt petticoats made from coarse climbers' blankets and delicate French lace; military uniform tunics cheekily revealing bare backs; and skirts folded to hang like drawing room draperies.

Russia's fashion scene was fueled by an unprecedented growth of a new underground club culture. The avant-garde artists, musicians, and fashion designers gathered in these alternative spaces to embrace hard punk, rock and new wave. It was here that alternative fashion found a platform for its catwalk, as designers created spontaneous fashion shows and performances where daring new vanguard outfits were modeled and celebrated.

Russia's new fashion experimentalism even started to draw western media interest. Fashion designers such as Vivienne Westwood in London and Yohji Yamamoto in Japan became fascinated with the new trends. Famously, Yamamoto even organized a fashion show on Petrovsky Avenue, the epicenter of the newly liberal Moscow. In the 1990s, Bruno Birmanis founded *The Riga Assembly of Untamed Fashion* which featured Paco Rabanne, Andrew Logan and Zandra Rhodes. The assembly very quickly became a landmark fashion event in Russia.

Designers represented in the exhibition include: Katya Filippova, Gosha Ostretsov, Alexander Petlyura, Andrey Bartenev, Katya Mikulskaya-Mosina, Katya Ryzhikova, Iren Burmistrova, La Re duet and Bruno Birmanis

CURATORS:

Irina Meglinskaya

Meglinskaya is a leading scholar of Russian photography, as well as a curator and teacher. In 1991 she opened The School, the first photography gallery in Russia. Between 1998 and 2008, Meglinskaya was responsible for photography at Afisha Publishing House. She is co-owner of the Pobeda (Victory) Photography Gallery and launched Meglinskaya Gallery, both at Winzavod Center, Moscow. She teaches photographic-editing at the Alexander Rodchenko School in Moscow.

Mikhail Baster

Baster practices graphic art and design and was a key player in the artistic underground movement of the 1980s. He was instrumental in organizing spontaneous performances such as the *Singing Lizirgins* performance at the Moscow Circus (1992). He is author of anthropological and critical essays on underground art, and he curates the kompost.ru subculture archive. Previously, he curated *The Last Romantics of the Soviet Union* at the Zverev Center (2006); *Hooligans of the '80s* (2009); *Street-Style-80*, All-Russia Exhibition Center (2010). Baster was also the producer of the *Hooligans '80s* music album.

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Garage Center for Contemporary Culture is a major non-profit international arts space dedicated to exploring and developing contemporary culture. Garage also hosts a strong program of special on-site events including talks, film screenings, workshops, performances and a series of creative activities for children. With the café and late events, it provides a social space for participation and exploration with culture. There are two distinct areas of programming - 'to bring important international modern and contemporary art and culture to Moscow' and 'to raise the profile of Russian contemporary culture and encourage a new generation of Russian artists'. These are explored within a series of exhibitions ranging from major surveys of important collections to single artist retrospectives or group exhibitions.

Highlights from the upcoming program include exhibitions by **James Turrell**, **William Kentridge** and **Marina Abramović**, together with Art-Experiment, an annual interactive creative event for Garage Kids and adults alike.

Garage is a project of the Iris Foundation, founded by Daria Zhukova.

POST SOVIET FASHION: 1985 - 1995

30 April - 12 June 2011

Garage Center for Contemporary Culture

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Center opening hours:

Mon – Thurs 11.00 - 21.00

Fri – Sun: 11.00 - 22.00

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