

# BUNDESKUNSTHALLE

Invitation to a Media Conference  
Thursday, 20 May 2021, 11 a.m., via livestream

## Dress Code

### Are you playing fashion?

21 May to 12 September 2021

An exhibition of the National Museum of Modern Art, Kyoto, and the Kyoto Costume Institute in cooperation with the Bundeskunsthalle.

The successful exhibition from Japan presents exclusively in Europe fashion as a game that underlines the daily transformation as an important instrument for the representation of our personality. On show are fashion classics and their further development as streetwear. Contemporary fashion by style-forming designers such as Armani, Chanel, Comme des Garçons, Issey Miyake, Burberry and Louis Vuitton is also brought into an enlightening dialogue with contemporary art.

The exhibition playfully questions the way we deal with dress codes and traditional codes. It uses different questions to illuminate international fashion as a mirror of society and the individual. At the same time, we are very interested in using fashion to focus attention on everyday culture and the applied arts. Whether designer dress or jeans, suit or jogging pants, knitted pullover or uniform – every culture, society and group has its own dress codes.

Thus, the exhibition presents fashion between two poles – individualism and conformism. Dressing or "disguising" is an important motor in the process of self-discovery of one's own identity, and for personality formation, transformation is a creative act. Fashion turns out to be a suitable vehicle for tendencies towards individualisation - this is also a central statement of the exhibition.

Complementing the exhibition, the Bundeskunsthalle is setting up a **Fashion Lab** that explores various themes of the exhibition in greater depth. It contains numerous participatory elements that make it possible to experience the many facets of fashion in a sensual way. For example, a "Smart Mirror" can be used to style oneself virtually. In a completely analogue way, visitors can let fashion creations by German designers have an effect on them.

For the media conference on Thursday, 20 May 2021, 11 a.m., we cordially invite you to watch the livestream: [www.bundeskunsthalle.de/live](http://www.bundeskunsthalle.de/live)

Your discussion participants:

Eva Kraus, director of the Bundeskunsthalle

Mr. Makoto Ishizeki, curator, The Kyoto Costume Institute

Mr. Michimasa Ogata, curator, The Kyoto Costume Institute

Susanne Kleine, curator, Bundeskunsthalle

Katja Andreae, curatorial assistant / Fashion Lab, Bundeskunsthalle

Sven Bergmann, press officer of the Bundeskunsthalle

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The exhibition is accompanied by an extensive programme with off- and online offers, workshops and panel talks on genderfluid fashion, trend emergence in the (post-)digital age or the megatrend neo-ecology.

The exhibition is accompanied by a book in Japanese and English with an insert with texts in German.

A visit to the exhibition with a time slot is possible upon presentation of a negative Corona rapid test result. For a time slot on 20 May and the following time, please accredit by e-mail: [presse@bundeskunsthalle.de](mailto:presse@bundeskunsthalle.de).

Please send interview requests and filming enquiries by email to [presse@bundeskunsthalle.de](mailto:presse@bundeskunsthalle.de) or by telephone on +49 228 9171-205.

Text and image material is available at [www.bundeskunsthalle.de/presse](http://www.bundeskunsthalle.de/presse).

For the possibility of the Corona rapid test on site at the Bundeskunsthalle, please inform yourself on the website [www.bundeskunsthalle.de/neuigkeiten](http://www.bundeskunsthalle.de/neuigkeiten).

We look forward to your participation and visit.

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