

BUNDESKUNSTHALLE

Invitation to a Media Conference
Wednesday, 25 March 2015, 11 a.m.

KARL LAGERFELD. MODEMETHODE

28 March – 13 September 2015

Karl Lagerfeld is one of the world's most renowned fashion designers and widely celebrated as an icon of the zeitgeist. *Karl Lagerfeld. Modemethode* at the Art and Exhibition Hall of the Federal Republic of Germany is the first comprehensive exhibition to explore the fashion cosmos of this exceptional designer and, with it, to present an important chapter of the fashion history of the twentieth and twenty-first centuries. Karl Lagerfeld is known for injecting classic shapes with new life and for taking fashion into new directions. For the past sixty years, from 1955 to today, Lagerfeld's creations for the luxury houses such as Fendi, Chloé, Karl Lagerfeld and Chanel have consistently demonstrated his extraordinary feel for the 'now' – whether haute couture or prêt-à-porter.

'Modemethode', Lagerfeld's 'fashion method', is his ambitious, all-encompassing approach: from the initial sketch to the finished garment, from the accessories, the architectural setting and music of the fashion shows, to the photographs and graphic design of press material, advertising, catalogues and window displays – every last little detail is devised by the designer himself.

We cordially invite you to a media conference on Wednesday, 25 March at 11 a.m. The exhibition opens at 10 a.m.

Participants:

- Rein Wolfs, Director of the Bundeskunsthalle
- Lady Amanda Harlech, Curator of the Exhibition
- Gerhard Steidl, Exhibition Designer
- Angelica Francke, Exhibition Manager, Bundeskunsthalle
- Sven Bergmann, Press Officer of the Bundeskunsthalle

In order to receive your accreditation, please send a fax to +49 228 9171–211 or an email to presse@bundeskunsthalle.de.

On Friday, 27 March 2015, in the afternoon a photo appointment is planned with the media and Karl Lagerfeld. For more details, text and photo material please visit our website: www.bundeskunsthalle.de/en/press

We look forward to seeing you.

Sven Bergmann
Head of Corporate Communications / Press Officer
T +49 228 9171–204
bergmann@bundeskunsthalle.de

Kunst- und Ausstellungshalle
der Bundesrepublik Deutschland GmbH

Friedrich-Ebert-Allee 4
53113 Bonn
T +49 228 9171-0
F +49 228 234154
www.bundeskunsthalle.de

Geschäftsführer
Reinier Wolfs
Dr. Bernhard Spies

Vorsitzender des Kuratoriums
Ministerialdirektor Dr. Günter Winands

HRB Nr. 5096
Amtsgericht Bonn
Umsatzsteuer ID Nr. DE811386971

Konto 3 177 177 00
Deutsche Bank Bonn
BLZ 380 700 59
IBAN DE03 3807 0059 0317 7177 00
BIC DEUTDE33080

Fax reply to +49 228 9171-211

Invitation to a Media Conference
Wednesday, 25 March 2015, 11 a.m.

KARL LAGERFELD. MODEMETHODE

28 March – 13 September 2015

I will attend YES

Please send press material YES

Please enter the media institution and the editorial office you will be representing at the media conference.

Name:

Media institution:

Editorial office:

Address:

Postal code & location:

Telephone & fax:

Email:

Current and upcoming exhibitions

IL DIVINO

Homage to Michelangelo

Raphael · Caravaggio · Rubens · Rodin ·

Cézanne · Struth

until 25 May 2015

PETRIT HALILAJ

She, fully turning around, became
terrestrial

6 March – 18 October 2015

22nd FEDERAL COMPETITION

Art Students Display Their Works

17 April – 17 May 2015

TROUBLE IN PARADISE

24 April – 11 October 2015

HANNE DARBOVEN

Zeitgeschichten

11 September 2015 – 17 January 2016

JAPAN'S LOVE FOR IMPRESSIONISM

From Monet to Renoir

8 October 2015 – 21 February 2016

AMIDST THE OCEAN

The Arts of Fiji

6 November 2015 – 6 March 2016