

ITINERANCE TECHNICAL INFORMATION

Exhibition title : Adrian and Alaïa the art of tailoring

SUMMARY DESCRIPTION

Seen here through touch and exploration of fabric and form, one can follow the unspoken heritage moving from a master's eye to the hand of another master as only the best of talents can do. Presented in a pairing of a number of suits over the course of their respective careers, two great couturiers share their unique dialogue in fabric and cut.

Gilbert Adrian who would be known simply as Adrian throughout his career, was the head of costumes at MGM in Hollywood during the "golden age" of movies through the 1930's. His work became synonymous with Hollywood glamour and the silver screen. Adrian's talent ranged from Jean Harlow's vamp wardrobe in Dinner at Eight, the costumes for the Wizard of Oz, to his tour de force wardrobe for the entire cast of 1939's The Women.

So in demand were his designs that in the 1940's, Adrian left Hollywood to establish a couture design house in New York where his look of the strong tailored suits worn by Katherine Hepburn, Greta Garbo and Joan Crawford established American Fashion during the 1940's and 1950's.

Artist, costume designer and couturier, Adrian was admired by Azzedine Alaïa for his sophisticated technical constructions, his couture Parisian detail in craftsmanship and cut, his use of fabric and his imaginative wit. Alaïa would go on to become a major collector of Adrian's work.

Number of loaned pieces : 40 Silhouettes



SURFACE NEEDED : 330 m2

TRANSPORT

All transport operations (crating, packaging, transport, storage, unpacking, repacking) are the direct and exclusive responsibility of the borrower.

The foreign carrier, as well as its French correspondent, must have been validated beforehand by the Foundation. The Foundation requests that one of the three major French carriers (André Chenue, Crown Fine Arts, LP Art) be used.

CONVOY

The transportation of the loaned parts is insured by one or two persons designated by the Foundation.

The costs are paid directly by the borrower (taxi fare, business trip, \$75 per diem per day).

Two people must be present during the installation and uninstallation of the loaned parts.

A designated representative from the Foundation oversees the mannequin preparation. The borrower must also provide a professional team specializing in preparing mannequins (experience in fashion exhibitions).

INSURANCE

The insurance of "nail to nail" works is the direct and exclusive responsibility of the borrower.

The choice of insurer and insurance policy are validated by the Foundation prior to transportation.

PRESENTATION OF WORKS AND SCENOGRAPHY

The pieces are presented on mannequins chosen by the Foundation. The mannequins, which are signature of the bodies that the designer has created for presenting the Foundation's exhibitions, are loaned according to a fixed agreement.

The scenographic concept of the exhibitions, as well as its elements, when preserved, can be used and rented. The borrower in this case works with the Foundation's producer.

SECURITY

The exhibition is monitored seven days a week and 24 hours a day by authorized personnel (safety and fire).

The fire safety system must include detection and an alarm.

Showrooms have a stable climate (temperature 20 degrees +/- 2, relative humidity 55% +/- 5). The lighting provides UV-free light and a maximum of 50 lux on the rooms.

A facility report detailing the fire and site safety conditions must be sent to the Foundation.

COPYRIGHT

The borrower must directly obtain the rights of representation and reproduction of the pieces loaned from the Foundation and from other authors (photographers).

PRINTED EDITIONS

The exhibition has been published in French and English. The borrower can order catalogs (tariff reduction depending on the number of copies ordered).

COMMUNICATION

All media communication is subject to validation by the Foundation. The borrower must mention the Azzedine Alaïa Foundation as the author of the exhibition, with its logo affixed in the media (press release and press kit, exhibition panels).

FINANCIAL ASPECTS

At the expense of the borrower

- Transport
- Insurance
- Scenography
- Facilities / lighting / electricity
- Mannequins
- Mission expenses of the conveyors at the beginning and at the end of the exhibition
- Invitation of the President and the Director of the Foundation to the opening

Fees including:

- The Foundation's curatorial services
- Exhibition preparation services (administration and archives)
- The exhibition synopsis
- The texts of the exhibition and the assignment of rights to these texts
- A contribution to the restoration costs and preparation of exhibits
- The authorization to use the scenography and structural lighting plans transmitted by the French producer

Terms of payment of the Fees: 50% on signing the contract, then 50% on the day of the exhibition opening.