



ITINERANCE TECHNICAL INFORMATION

Exhibition title : Azzedine Alaïa “Je suis Couturier”

SUMMARY DESCRIPTION :

Dresses are the absolute creations that the couturier Alaïa never ceased to perfect throughout his career, and are the expression and avowal of his desire for eternity. Since his first collection in 1979, with deep shades of black and optical whites, the couturier had created garments withstanding fashion’s limitations. Pure black became the carving block for this true sculptor. Black, because it gives shape to an idea without diluting it, as may do other colors. Chalk and plaster whites reminded Alaïa of his years of schooling at the Beaux-Arts in Tunis. Whether modest cotton or aristocratic chiffon, he knew how to master fabric and mold the bas-relief of the divine dresses known today.

Azzedine Alaïa chose to lead his profession in the great traditions of 20th century architect designers that mastered every step of the process from the conception of the garment, to the sewing pattern, and assembly. From Madeleine Vionnet to Cristobal Balenciaga, or Charles James, he is the ultimate heir.

*The quest for the invisible guides one’s greatest works. Azzedine Alaïa continues his pursuit for continuous fashion even if he remains the virtuoso that never showed it. May this exhibition, the first of a long series organized by the Alaïa Association, reveal the ambition of the one, who throughout his whole life, was always proud to say about himself “**I am a couturier**”.*



NUMBER OF LOANED PIECE S: 41 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.