

Announcing **Balenciaga: Shaping Fashion**

The work of fashion revolutionary Cristobal Balenciaga will be on show at Bendigo Art Gallery in August.

Cristobal Balenciaga's exquisite craftsmanship and pioneering use of fabrics revolutionised the female silhouette, setting the scene for modern design. His garments are characterised by their sculptural quality, deft manipulation of textiles and dramatic use of colour and texture. Revered by his contemporaries, including Christian Dior and Coco Chanel, he is referred to as 'The Master'.

Balenciaga: shaping fashion, an exhibition organised by the Victoria and Albert Museum, London, explores the work and legacy of this renowned couturier, one of the most innovative and influential fashion designers of the 20th century.

Highlights of this major international exhibition include garments crafted by Balenciaga from the 1950s and 1960s – arguably the most creative period of his career when he dressed some of the most renowned women of the time – through to pieces designed by protégés and contemporary designers working in the same innovative way today.

In addition, archive sketches, patterns, photographs, fabric samples and catwalk footage provide a unique insight into Balenciaga's salons and workrooms. The results of new, forensic investigations into the garments – including a collaboration with x-ray artist Nick Veasey and a digital pattern making project with the London College of Fashion – reveal the hidden details and processes which make Balenciaga's work so exceptional.

The exhibition features examples of Balenciaga's revolutionary shapes – the tunic, sack, baby doll and shift dresses – all of which remain style staples today. Other highlights include ensembles made by Balenciaga for Hollywood actress Ava Gardner, dresses and hats belonging to socialite and 1960s fashion icon Gloria Guinness, and pieces worn by one of the world's wealthiest women, Mona von Bismarck, who commissioned everything from ballgowns to gardening shorts from the couturier.

Curated by Cassie Davies-Strodder, the exhibition also explores the lasting impact of Balenciaga, tracing his influence through the work of more than 30 fashion designers across the last 50 years.

Minister for Tourism, Sport and Major Events Martin Pakula, said: "This exciting collaboration with the Victoria and Albert Museum in London is a testament to regional Victoria's standing as an international arts destination."

"Tourism in regional Victoria contributes \$7.5 billion to the state's economy each year, and employs over 85,000 people. We're proud to support exhibitions that keep our regional tourism industry thriving."

Member for Bendigo East Jacinta Allan, said: *"With Qantas now flying from Sydney and this huge Australian exclusive exhibition, we're cementing Bendigo as a regional cultural capital of Victoria and Australia."*

Member for Bendigo West Maree Edwards, said: *"We're proud to be supporting events like Shaping Fashion, attracting visitors to our region and capitalising on Bendigo's tourism strengths."*

Jessica Bridgfoot, Director of Bendigo Art Gallery, said: "We are thrilled to bring this exhibition, exclusive to Australia, from London's revered Victoria and Albert Museum, and to continue to showcase the work of some of the world's most important designers at Bendigo Art Gallery.

"The exhibition marks the centenary of the opening of Balenciaga's first fashion house in San Sebastian, and the 80th anniversary of the opening of his famous fashion house in Paris, so is a timely reminder of how influential and enduring Balenciaga's work remains."

Balenciaga: shaping fashion

Exhibition organised by the Victoria and Albert Museum, London

Exclusive to Bendigo Art Gallery in Australia

17 August – 10 November, 2019

Bendigo Art Gallery

This is a ticketed exhibition. Please visit

www.bendigoartgallery.com.au for ticket prices and bookings

For further media information:

Katrina Hall

Publicity/Communications

kathall@ozemail.com.au 0421153046



Exhibition organised by the Victoria and Albert Museum, London