

## PRESS RELEASE

# Atopos Mon Petit Chou #CraigGreen

**Curator: Vassilis Zidianakis**

**Opening** // Tuesday, April 4 2017, at 19:00

**Duration** // Until Monday, May 15 2017

**Hours** // Open Monday to Friday, 11:00-18:00

**ATOPOS CVC** // 72 Salaminos str. // Metaxourgeio // Athens // Greece (nearest Metro stations Kerameikos and Metaxourgeio)

**Entrance free**

Atopos cvc presents a special show dedicated to its first Mon Petit Chou, Craig Green. Through an installation of Green's Autumn/Winter '15 Outfits and Sculptures, Atopos cvc offers a unique perspective on the widely awarded designer's original vision and work. These costumes are part of the Atopos collection and are exhibited in Athens for the first time.

On May 22 Atopos cvc will present the second part of its tribute to Craig Green. This show consisting of a set of Green's signature pieces and sculptures will end on July 16.

## MON PETIT CHOU PROJECT

Mon Petit Chou -a term of endearment in French- is an Atopos cvc initiative established in order to observe and to assist in a supportive and collaborative way the progress of young artists from the beginning of their careers. Those included in the project are promoted and supported whereas works of theirs are included in the Atopos collection and are presented in exhibitions around the world.

Mon Petit Chou was launched with menswear designer Craig Green in 2010. Vassilis Zidianakis, artistic director of Atopos cvc, first came across Green's work in June of the same year, when he attended the BA Graduation show of Central Saint Martins. Since then and through various collaborations, Atopos cvc has sponsored Green's catwalk shows for London Collections: Men up and until Autumn/Winter '15, that the Mon Petit Chou project was completed.

Vassilis Zidianakis notes about Craig Green: "Craig's work makes my heart beat with emotion; the very same emotion as those rare times when I see an art work that I love, when I read a beautiful poem, when I hear an amazing piece of music, when I gaze at the ocean, or when I stare into my loved one's eyes. The first thing that comes to mind when asked to describe Craig's work to someone who has never seen it is 'archetype'. The language that he originally created in just a few years after his graduation has been centred around the male archetype that reinvents and redefines himself into his modern counterpart".

The Mon Petit Chou project also included artist-critic Clo'e Floirat, from France, and artist David Marinos, of Greek origin.

## CRAIG GREEN BIO

London-born designer Craig Green established his namesake label in 2012, shortly after graduating the Fashion Masters course at Central Saint Martins. He has since carved a unique position amongst the

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city's most innovative menswear designers, and continues to earn both critical and commercial success globally.

Marrying concepts of uniform and utility Green's cult-like vision, has been a much-lauded fixture of London Fashion Week Men's since his first shows. Though notorious for their dramatic and deeply emotive qualities, each show is firmly rooted in the steady development of simple signature garments. The clearest example of this is the worker jacket, which has appeared consecutively since the brand's debut.

Green's distinct offering of substance within spectacle, has earned the label a firm customer base within some of the world's most prestigious boutiques and department stores. Stockists include Dover Street Market, 10 Corso Como, Selfridges, Barneys, Joyce, Bergdorf Goodman and Galeries Lafayette. Simultaneously, Green's work has resonated within the wider fields of art and design, participating in a range of major exhibitions. Notable examples include ARRRGH! Monsters in Fashion by Atopos cvc at La Gaité lyrique, Paris, and China: Through the Looking Glass at The Metropolitan Museum of Art, New York.

Green's accolades include Emerging Menswear Designer at The British Fashion Awards 2014, the BFC/GQ Designer Menswear Fund prize 2016, supported by Vertu, and British Menswear Designer at The Fashion Awards 2016.

## RELEVANT LINKS

[Craig Green - Website](#)

[Atopos Mon Petit Chou](#)

## Atopos cvc / Communication

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## ATOPOS CVC

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