



PRESS RELEASE

ATOPIC LECTURE

**Francesca Granata
gives a guided tour of**

ARRRGH! Monsters in Fashion

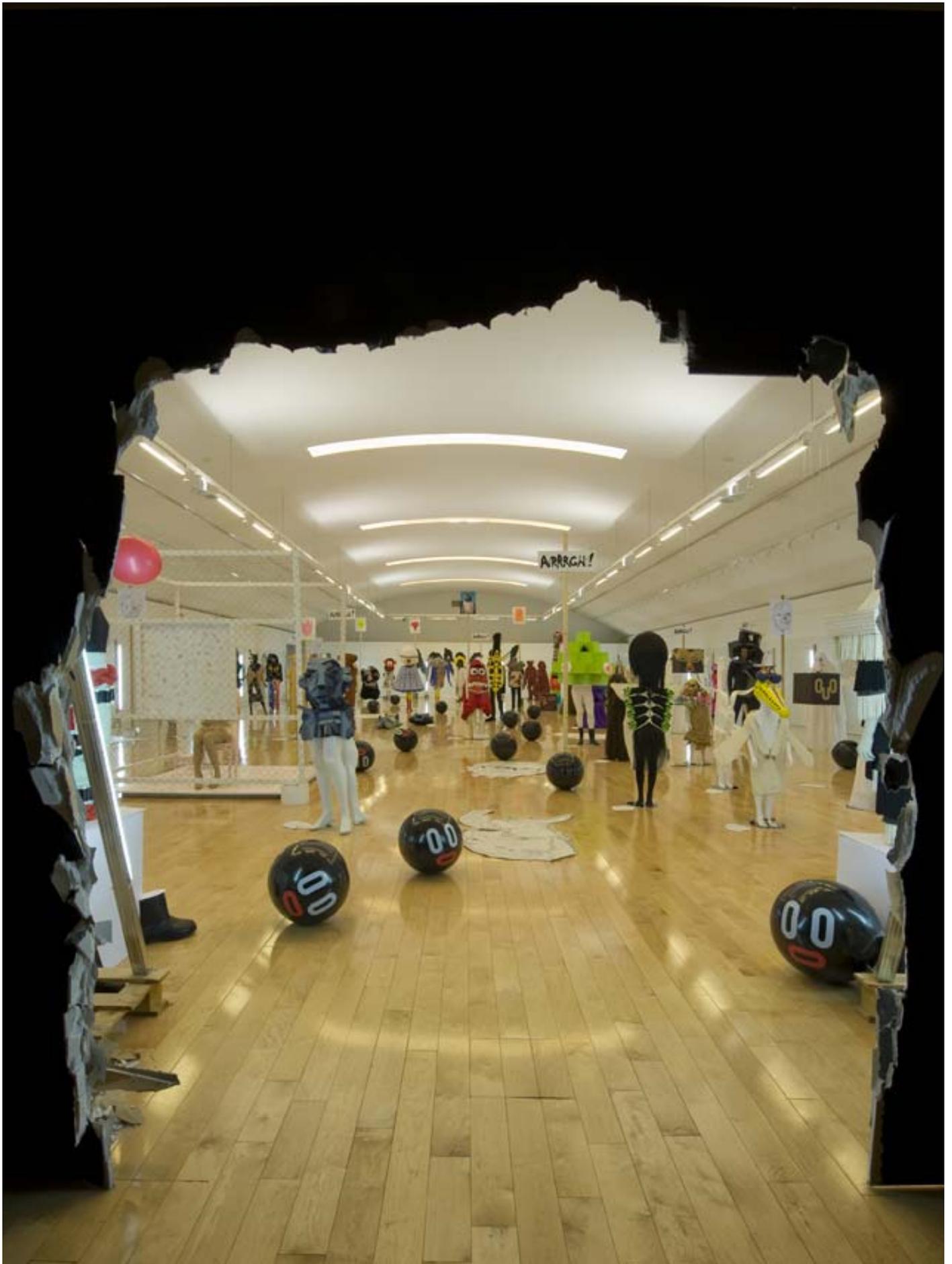
Friday, July 8th 2011

19:00

Benaki Museum
138 Pireos str., Athens

ATOPOS Contemporary Visual Culture

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ATOPOS LECTURE

Francesca Granata gives a guided tour of

ARRRGH! Monsters in Fashion

the exhibition at the Benaki Museum, Athens
organised by ATOPOS Contemporary Visual Culture

Friday, July 8th 2011, 19:00

Benaki Museum | 138 Pireos str., Athens

"It is this grotesque body, defined by hybridity and transgression of borders but also by parody, humour and inversion, that seems to be central to both contemporary experimental fashion designers and people working at the juncture of fashion and performance."

ATOPOS Contemporary Visual Culture (ATOPOS cvc) invites prominent personalities from different cultural areas, to analyze the phenomenon of Contemporary Characters in contemporary fashion and costume, and to guide us through the world of the hybrid bodies that are the result of the mixture between human and monstrous features.

ATOPOS cvc invites **Francesca Granata**, one of the authors of ATOPOS' new edition titled **NOT A TOY. Fashioning Radical Characters** (Edited by **Vassilis Zidianakis**-ATOPOS cvc. Published by **Pictoplasma Publishing, Berlin 2011**), to guide us through the exhibition **ARRRGH! Monsters in Fashion**.

The publication NOT A TOY. Fashioning Radical Characters, examines the growing influence of Character design in fashion and art through the work of 90 established and upcoming designers and artists, also the subject of the exhibition ARRRGH! Monsters in Fashion.

In the publication, Francesca Granata approaches this phenomenon with an essay on the grotesque in contemporary fashion, examining the growing influence of the culture of contemporary art has on today's designers, a culture that catalyzes physical and creative boundaries and creates grotesque and hybrid images.

During her guided tour of the exhibition, Francesca Granata will examine the theme of the grotesque body and its interpretation in fashion, using the exhibits as examples.

Francesca Granata recently completed her Ph.D. at Central Saint Martins, University of the Arts in London, with a focus on experimental fashion, performance and gender studies. She has previously worked as a lecturer in the visual arts department at Goldsmiths, University of London and as a fellow at the Metropolitan Museum of Art, Costume Institute. She currently lectures at New York University and Parsons, as well as working as an independent curator. She is also the editor of Fashion Projects: A Journal on Art, Fashion and Visual Culture.

ATOPOS cvc, is a non-profit Cultural Organisation founded in 2003 and based in Athens, Greece. Its aim is to implement innovative projects of contemporary visual culture, with particular emphasis on the human body and costume.

With the kind support of:



ARRRGH! **Monsters in Fashion** | Benaki Museum, 138 Pireos str., Athens | May 15th-July 31st 2011

Participating in the Athens Festival 2011

www.atopos.gr // www.benaki.gr // www.fashionprojects.org



ARRRGH! Monsters in fashion | Photo © Panos Kokkinias



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