

EXHIBITION
FEBRUARY 13 > APRIL 07 2013

ARRRGH! MONSTRES DE MODE

PRESS KIT

quintessence
LYRIQUE
RÉVOLUTIONS NUMÉRIQUES



EXHIBITION

WEDNESDAY 13TH OF FEBRUARY > SUNDAY 07TH OF APRIL 2013

ARRRGH!

MONSTRES DE MODE

PRESS KIT

ATOPOS CVC, THE GREEK COLLECTIVE INVITED BY THE GAÎTE LYRIQUE, PRESENTS ITS LATEST PROJECT IN THE FORM OF A FASHION EXHIBITION. *ARRRGH! MONSTRES DE MODE*, IS THE FIRST INTERNATIONAL EXHIBITION OF MONSTROUS, ENIGMATIC, RADICAL OR GROTESQUE CREATIONS INSPIRED BY THE CHARACTER DESIGN PHENOMENON.

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LA MÔTE LYRIQUE PRÉSENTE
ARRRGH!*



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*MONSTRES DE MODE
EXPOSITION À LA GAÏTÉ LYRIQUE - 13 FÉVRIER > 7 AVRIL 2013



EXHIBITION

WEDNESDAY 13TH OF FEBRUARY > SUNDAY 07TH OF APRIL 2013

ARRRGH!

MONSTRES DE MODE

EDITORIAL

«ARRRGH!» THE CRY OF SURPRISE, FEAR AND WORRY AND ALSO OF BOTTLED UP, INNER CONCERN, THAT URGES TO ESCAPE AND EXPRESS ITSELF, BUT FAILS TO DO SO. IT IS THE ANGER WE KEEP WITHIN OURSELVES FOR OUR OWN LIVES, FOR OURSELVES, FOR THE OTHER. THE 'OTHER' WHO IS OPPOSITE US AND WITH WHOM WE RIGHTLY WANT TO COMMUNICATE, HOWEVER STRANGE, HOWEVER DIFFERENT, HOWEVER INEXPLICABLE, HOWEVER MUCH OF A MONSTER THEY MAY SEEM TO OUR OWN EYES.

WHAT IS A MONSTER? FOR THE ANCIENT GREEKS, EXCEPT FOR THE OBVIOUS MEANINGS STILL IN USE TODAY, THE WORD 'MONSTER' DESCRIBED EVERYTHING STRANGE THAT HAD TO BE GIVEN AN EXPLANATION. MONSTERS WERE NOT JUST THE REPULSIVE, SUPERNATURAL AND FRIGHTENING BEASTS, BUT ALSO THE ASTONISHING, HEAVENLY PHENOMENA OF THE WORLD AND UNIVERSE THAT SURROUNDED THEM. ANYTHING THAT COULD NOT BE EXPLAINED WAS A MONSTER.

THE *ARRRGH! MONSTRES DE MODE* EXHIBITION IS BASED ON ATOPOS' LATEST PUBLICATION: *NOT A TOY, FASHIONING RADICAL CHARACTERS*, THE FIRST COMPREHENSIVE INVESTIGATION INTO THE GROWING INFLUENCE OF TODAY'S CHARACTER CULTURE IN FASHION. UPCOMING AND ESTABLISHED FASHION DESIGNERS AND ARTISTS, REDEFINE THE RELATIONSHIP BETWEEN BODY AND CLOTHING, AND THE POTENTIAL OF THE HUMAN FIGURE BY QUESTIONING OUR PERCEPTION OF BEAUTY AND UGLINESS, BY WRAPPING THE BODY, MASKING THE FACE AND DISTORTING THE HUMAN SHAPE WHILE MIXING NEW VISUAL AND SARTORIAL COMMUNICATION CODES.

STAMOS FAFALIOS & VASSILIS ZIDIANAKIS, CREATORS OF ATOPOS CVC COLLECTIVE.

ATOPOS
Contemporary Visual Culture

ATOPOS CONTEMPORARY VISUAL CULTURE (ATOPOS CVC) IS A NON-PROFIT CULTURAL ORGANISATION, FOUNDED IN 2003 IN ATHENS BY STAMOS FAFALIOS AND VASSILIS ZIDIANAKIS. ITS AIM IS TO IMPLEMENT INNOVATIVE PROJECTS OF CONTEMPORARY VISUAL CULTURE, WITH PARTICULAR EMPHASIS ON THE HUMAN FIGURE AND COSTUME.

• WWW.ATOPOS.GR



Jérôme Delormas © Maxime Dufour photographs



Vassilis Zidianakis © Boris Hoppek + Atopos DVC, Full of love, 2012 - Photo: Boris Hoppek

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ARRRGH! MONSTRES DE MODE

INTERVIEW

**WITH JÉRÔME DELORMAS, DIRECTOR OF THE GAÏTÉ LYRIQUE,
AND VASSILIS ZIDIANAKIS & ANGELOS TSOURAPAS, CURATORS
OF THE *ARRRGH! MONSTRES DE MODE* EXHIBITION AND MEMBERS
OF THE ATOPOS CVC COLLECTIVE.**

Arrrh! Monstres de Mode, the first Gaîté lyrique's exhibition for 2013. Why?

"GAÏTÉ LYRIQUE IS A HUB FOR DIVERSE,
NEW ARTISTIC IDEAS IN THE FIELD OF
DESIGN. *ARRRGH! MONSTRES DE MODE*
IS A GREAT OPPORTUNITY TO LOOK AT
CONTEMPORARY FASHION."

JÉRÔME DELORMAS

JÉRÔME DELORMAS: Gaîté lyrique is a hub for diverse, new artistic ideas in the field of design. In 2011, we invited the *Pictoplasma* festival with its focus on *character design*, monsters and figurines. That gave us a window onto a whole fascinating field of design that has developed with digital culture. Throughout the Noughties, many, many designers got involved in character design for and through the screen.

Arrrh! Monstres de mode is a great opportunity to look at contemporary fashion and its resonance with Pictoplasma and character design. These characters call to mind questions of fetishism, avatars and identity as well as the way we can multiply our identities today. With *Arrrh! Monstres de mode* we're not exactly focusing on digital culture or technology only, but rather on the relationship of the digital culture with this exact phenomenon; these new identities, these new characters and how designers and artists are transforming this relationship into a reality. These questions – contemporary life! – are at the heart of what Gaîté lyrique is about.

The Greek collective ATOPOS CVC is curating this new exhibition at the Gaîté Lyrique. How did this come about?

VASSILIS ZIDIANAKIS & ANGELOS TSOURAPAS: We met Jérôme after publishing *Not a Toy**, a book produced in collaboration with Pictoplasma. It was fantastic working with them because the *Pictoplasma* festival is focused on character design and we wanted to explore the link between character design and contemporary fashion. Jérôme loved the book and this is how the Paris version of *Arrrh! Monstres de mode* came about.

Is 'Arrrh!' a cry for something? A demand?

V.Z. AND A.T.: 'Arrrh!': there's something truly primitive in this sound, this scream and it's something that these new monsters also carry within, something we have to understand and decipher. The world of these monsters is like the world of men: it contains love, hate, everything!

*Not a Toy © Pictoplasma Publishing Berlin, 2011

CHI HE



Chi He, *Oh My Dog*, BA collection Central Saint Martins College of Art and Design, fashion & textiles department, 2011 - Photo: Buzz Chen.

"ARRRGH! THERE'S SOMETHING TRULY PRIMITIVE IN THIS SOUND, THIS SCREAM, SOMETHING THAT THESE NEW MONSTERS ALSO CARRY WITHIN, SOMETHING WE HAVE TO UNDERSTAND AND DECIPHER.

THE WORLD OF THESE MONSTERS IS LIKE THE WORLD OF MEN: IT CONTAINS LOVE, HATE, EVERYTHING! HUMANS ARE MUTATING LITTLE BY LITTLE AND ARE BECOMING MONSTERS, THE BODY BECOMES HYBRID."

"WE LIVE IN A DIGITAL AGE AND WE ALL HAVE SEVERAL DIFFERENT INTERNET PROFILES AND SOMETIMES WE CHOOSE NOT TO SHOW OUR ACTUAL FACES, BUT TO COME UP WITH OUR OWN ALTERNATIVE PORTRAITS. THE ARTISTIC INTENTION OF THE DESIGNERS IS MORE ALONG THE LINES OF WANTING TO EXPRESS WHAT'S INSIDE US AND THESE CREATURES ILLUSTRATE THIS INTENTION. HIDDEN, THEY ARE LOOKING TO EXPRESS THEMSELVES."

VASSILIS ZIDIANAKIS &
ANGELOS TSOURAPAS

What intrigues us here is that the human face is starting to disappear and is being replaced by a **mask**. And it's not just the face, **the whole body** changes: shape, size and so on. Humans are mutating little by little and are becoming monsters, **the body becomes hybrid**. We are fascinated with this new creature. As Jérôme just said we live in a digital age and we all have several different Internet profiles and sometimes we choose not to show our actual faces, but to come up with our own alternative portraits.

As far as we're concerned, *Arrrgh! Monstres de mode* bears witness to this diversity of new humans, or new hybrids, new monsters, which uncover parts of ourselves that have been hidden up until now. Here, the designers and artists haven't come up with designs that could be worn in the street or when going out. Their artistic intention is more along the lines of wanting to **express what's inside us** and these creatures illustrate this intention. Hidden, they are looking to express themselves.

Here in France and more particularly in Paris, there's a unique and original clothes culture, something you can see in spaces like the Musée Galliera or the Cité de la Mode et du Design. Together with the Gaité lyrique, ATOPOS CVC has come up with a new approach, which we hope will be pleasantly memorable.

[Arrrgh! will introduce work from numerous fashion designers. How did you choose who to work with?](#)

V.Z. AND A.T.: We always like to mix styles and present big names alongside emerging artists. We don't really like such labels, but of course **Issey Miyake** is a 'very big name'. The two Issey Miyake outfits that we'll present in Arrrgh! were created in 2001 and it's extraordinary to see how he anticipated the phenomenon back then and in fact realize that he created characters in his A-POC project in collaboration with Dai Fujiwara. Maison **Martin Margiela** hides the models' face on the catwalk, thus aiming to highlight the actual clothing. It's as if he came up with a creature without intending to do so and this is why we wanted to include his amazing work in the exhibition, to show all the aspects of the inspiration behind the phenomenon.

You'll also see **Walter Van Beirendonck**, who's a source of inspiration for many young designers. When they hear that Walter Van Beirendonck's work is going to be at the exhibition they say, 'Oh, that's amazing!', because he's an idol to them. We like to mix things up! For this project at the Gaité lyrique, we also wanted to have some emerging designers, who still aren't known by the general public, just bringing out their first collections...

Of course, fashion exists in a very commercial sphere at the top end, but we're more interested in artists who are still making their name, who aren't yet well known but who are developing, thanks to the Internet, without being aware of their influence. Lady Gaga illustrates a good example of this phenomenon. We think that La Gaité Lyrique is the perfect place for all these emerging designers.

[What message do you have for visitors coming to see Arrrgh!?](#)

V.Z. AND A.T.: 'Come to the exhibition wearing any mask you like! Come freely and with an open mind to meet the other, accept others, even if they're very different from you!'. We're hoping for a mix of **costumes and visitors** and if this is what we get, we'll be very happy.

'COME FREELY AND WITH AN OPEN MIND TO MEET THE OTHER, ACCEPT OTHERS, EVEN IF THEY'RE VERY DIFFERENT FROM YOU!'

V.Z. & A.T.

CASSETTE PLAYA



Cassette Playa, L.S.I. collection, S/S 2007 - Prop design: Gary Card, courtesy of Fashion East MAN and Cassette Playa, sponsored by TOPMAN.

EXHIBITION

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ARRRGH!

MONSTRES DE MODE

PROJECT

Characters are abstract and reduced figures with a strong anthropomorphic appeal and bold graphical silhouette. In ancient Greek, the word 'character' - χαρακτήρ - denotes a 'point - σημείο - created by engraving on any kind of solid substance'. It also has the meaning of 'bearing a distinctive, facial trait, or having a particular way of thinking and acting'. The word 'character' originates from the same root as the verb χαράσσω - to engrave, which also means 'to design'.

The Contemporary Characters phenomenon first appeared in the USA at the beginning of the 20th Century and boomed intensively in Japan the following decades. Their original purpose was for advertising and product promotion. From the '90s onwards, Contemporary Characters have flooded cultural and artistic production on a global scale; they now appear in many forms of artistic production - from street art and video games, to vinyl toys, animation and cinema, object and product design, graphic design, artists' sketchbooks and fashion, questioning the established norms of aesthetics.

In the contemporary fashion field, the human body is constantly mutated and transformed into an unknown, bizarre and many times Monstrous figure. Designers and artists experiment, give atypical shapes to textiles, create odd forms and extreme volumes, cover and mask the face, and dress the human body by creating hybrid creatures with supernatural shapes, vibrant colours and surprising abstract elements. These experimental creations become parallel worlds, proposing and bringing to surface different realities.

What is a Monster for each and every one of us? For the ancient Greeks, except for the obvious meanings still in use today, the word 'Monster' described everything strange that had to be given an explanation. Monsters were not just the repulsive, supernatural and frightening beasts, but also the astonishing, heavenly phenomena of the world and universe that surrounded them. Anything that could not be explained was a 'monster'.

Today, in a globalised society, the meaning of 'natural beauty' is questioned; what is attractive and desirable in one culture can be repulsive in another. If we go back to human history, in different cultures, as well as in the subcultures of today's society, we realise how impressively the human body is reinvented again and again in totally different ways; ways that have a strange, unnatural, outrageous and constantly unpredictable innovation. Here, fashion is not so much about 'who I am' (the impression I make with what I wear), but 'what I experience' (the effects that this body and appearance have on my brain).

MAISON MARTIN MARGIELA



What lies hidden behind a person or an identity? And what constitutes identity in a globalised, secularised society in which we see ourselves both as a citizen of the world and as a member of a local community? Besides our real lives we now also lead virtual, digital lives on Internet. We are not just a human being but we create and develop our very own avatar. And who do we become when we look within ourselves and give our fears and fantasies free rein? These are the issues and uncertainties addressed by designers, artists and ATOPOS CVC in the exhibition *Arrrgh! Monstres de Mode*.

- THE EXHIBITION *ARRRRGH! MONSTRES DE MODE* IS BASED ON THE ORIGINAL IDEA & RESEARCH OF VASSILIS ZIDIANAKIS (ATOPOS CVC).
- CURATORS: VASSILIS ZIDIANAKIS & ANGELOS TSOURAPAS
- SCENOGRAPHY: STAMOS FAFALIOS
- COORDINATION OF PRODUCTION: ARISTOULA KARRA & DIMITRA KOLLEROU
- HABILLAGE: CHRISTINA SOTIROPOULOU
- *ARRRRGH! MONSTRES DE MODE* TEAM: NATACHA LEVY, KATERINA SARRI, MARIANNA KATSIBAROU, LOUISE HOLLANDER, ANNA MAKRI, ANNA NOULI, CHLOE PARE-ANASTASIADOU, ANNA ZOTOU
- OFFICIAL LOANS: DESTEFASHIONCOLLECTION, MODEMUSEUM PROVINCE OF ANTWERP-MOMU, OPÉRA NATIONAL DE PARIS
- WITH THANKS: CF COMPANY & LUST DECADE COLLECTIVE





Henrik Vibskov, The Solar Donkey Experiment collection, S/S 2010 - Photo: Shoji Fujii.

RICK OWENS



Rick Owens. F/W 2012. © Photo: Rick Owens.

EXHIBITION

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ARRRGH! MONSTRES DE MODE

EXHIBITION

"HERE, FASHION IS NOT SO MUCH ABOUT 'WHO I AM' (THE IMPRESSION I MAKE WITH WHAT I WEAR), BUT 'WHAT I EXPERIENCE' (THE EFFECTS THAT THIS BODY AND APPEARANCE HAVE ON MY BRAIN)."

JOSÉ TEUNISSEN FROM *NOT A TOY. FASHIONING RADICAL CHARACTERS*,
EDS. VASSILIS ZIDIANAKIS / ATOPOS CVC,
PICTOPLASMA PUBLISHING, BERLIN, 2011.

Arrrgh! Monstres de Mode is the first international fashion exhibition of monstrous, radical or grotesque creations inspired by the 'character design' phenomenon. The exhibition presents **58 fashion designers** and artists with **over 80 costumes and installations** as one entity, one piece of art. The most distinctive feature of the exhibition is that **the mannequins are not placed on podiums** or inside glass windows. We want to keep them close to the Gaîté lyrique's visitors, on the same level and not as if they are keeping a distance. We want people to stand next to these monsters and really compare themselves to them. **How different are these monsters from us? How much more comfortable do the monsters seem to feel within their bodies and looks, when compared to us?**

We invite the Gaîté lyrique's public to visit the exhibition and discover their new friends, the fashion monsters that escaped the catwalk and are ready to take over the city of Paris! **The purpose is not solely to scare people, but make them question their own ideas about beauty and identity. We accept all monsters however scary, freaky, repulsive, pretty, sexy or boring they might seem. There is no archetype beauty inside *Arrrgh! Monstres de Mode*.** What we consider now attractive and desirable, may have been repulsive in another time or place. Human beauty and the definition of what is ugly, healthy and unhealthy, really is in the eye of the beholder.

The exhibition is spread in the main exhibition area of the Gaîté lyrique, the **petite salle**, the **mezzanine**, the **resource center**, the **new boutique**, the **2ND floor**. We are extremely happy with this invitation and very grateful to the Gaîté lyrique because they gave us total freedom to realise this exhibition. Whilst respecting the amazing architecture of the building, **we are transforming the Gaîté lyrique into a wreck created by the monsters that have just managed to escape.** In the contemporary fashion field, the human body is constantly mutated and transformed into an unknown, bizarre and monstrous figure. This grotesque body is defined by hybridity and transgression of borders, by parody, humour and inversion. **This approach is visible not only in fashion designers but also in people mixing fashion, performance and art.** The designers and artists participating in the *Arrrgh! Monstres de Mode* exhibition, give atypical shapes to textiles, create odd forms and extreme volumes, cover and mask the face, and dress the human body by creating hybrid creatures with supernatural shapes, vibrant colours and surprising abstract elements. The works by **Walter Van Beirendonck, Jean-Paul Lespagnard, Cassette Playa, Hideki Seo, Pierre-Antoine Vettorello** are vivid examples of this.

Arrrgh! Monstres de mode is not just about fashion and clothing as an applied art or a communication tool. *Arrrgh! Monstres de mode* is about fashion as a visual art form. **Focusing on the expression of the self and the relationship of the individual within the world.** The creations by **Henrik Vibskov** and **Charlie Le Mindu** place the viewer right into the center of their world.

MANON KÜNDIG



The face, the most important part of human communication, the mirror of the soul, has been erased. How are we supposed to read a body without a face? Is it even human? And if it isn't human, what is it? – Alex Mattsson's robot, Alexis Themistocleous' alien, Piers Atkinson's or Chi He's cartoon characters, or merely a sculptural form like Rejina Pyo's piece. What do these forms have to say? The visitors of *Arrrgh! Monstres de mode* are encouraged to let their imaginations be stimulated and open their own doorways to made-up worlds, full of fears, colour and fantasies. We all consider masks as simply a way to conceal our face, a way to hide our true identity. Cross-culturally and historically, however, the main function of the mask is that of revealing rather than concealing. Transforming one person into another person, a spirit, a demon, or an animal. The visitors of *Arrrgh! Monstres de mode* will have the opportunity to become part of the exhibition by wearing the masks of German artist Boris Hoppek and Greek artist duo the brainstorm design.

All these amazing costumes have been recently presented on the catwalk. This role-play provides designers with a platform for expressing their vision without interference. Another key factor in many character-driven fashion shows is the retro appeal, the nostalgia for childhood super-heroes, cartoon characters and video-game mascots. Most of the designers included in *ARRRGH!* came of age during the height of the Saturday-morning cartoon era and clearly look to it as their inspiration and reference for collections and fashion shows.

For the visual identity of the exhibition, we decided to work with rapidly upcoming fashion designer from London, Craig Green. We worked together with him to produce these four colorful and playful monsters which capture the whole concept of the exhibition. Monsters can be fun, we can play with them, they may become our friends and we can even fall in love with them. Craig also collaborated with London-based artist David Curtis-Ring to create a new video with these four new characters exploring the potential of their unusually sexualized forms.

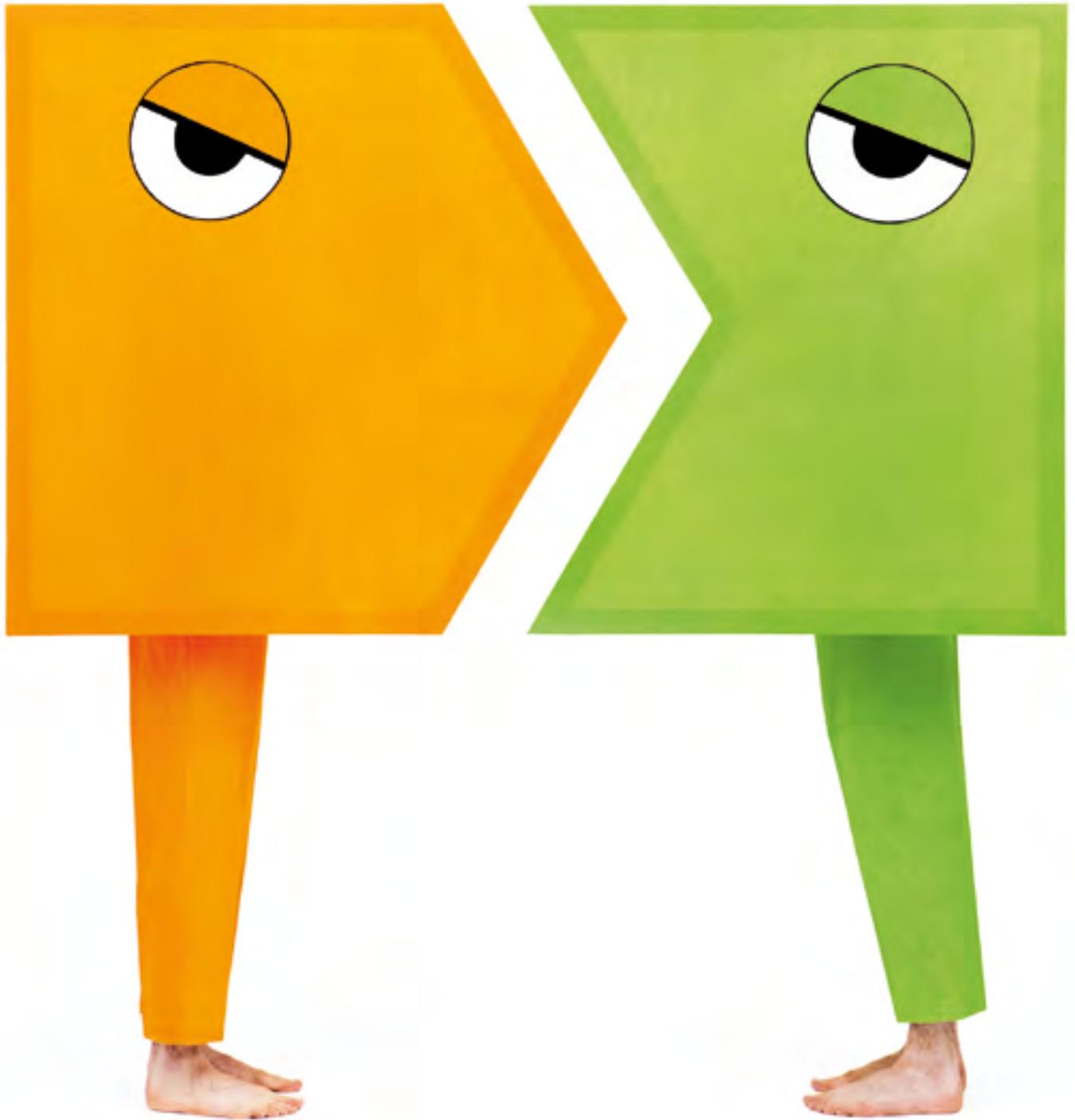
We are proud to present an outlandish installation at the entrance of the building. This monstrous sculpture welcomes all the visitors of the Gaîté lyrique inside and invites them to step into the fantastic universe that the *Arrrgh! Monstres de mode* monsters inhabit. American Paris-based artist Paul Graves created especially for *Arrrgh! Monstres de mode* this unique hybrid installation which will bear a pair of Alexander McQueen high heels, on loan from the *destefashioncollection*.

For the *Petite Salle* we commissioned Dutch multifaceted artist Bart Hess to create a new video installation which will incorporate all the monsters that inhabit his very own personal universe. Bart has a very personal and recognisable signature, using every day materials in a very innovative way. In his piece, he invites visitors to question who really are the monsters in *Arrrgh! Monstres de mode*. Who is in captivity and wants to escape? Is it really the *Arrrgh! Monstres de mode*? Or is it us?

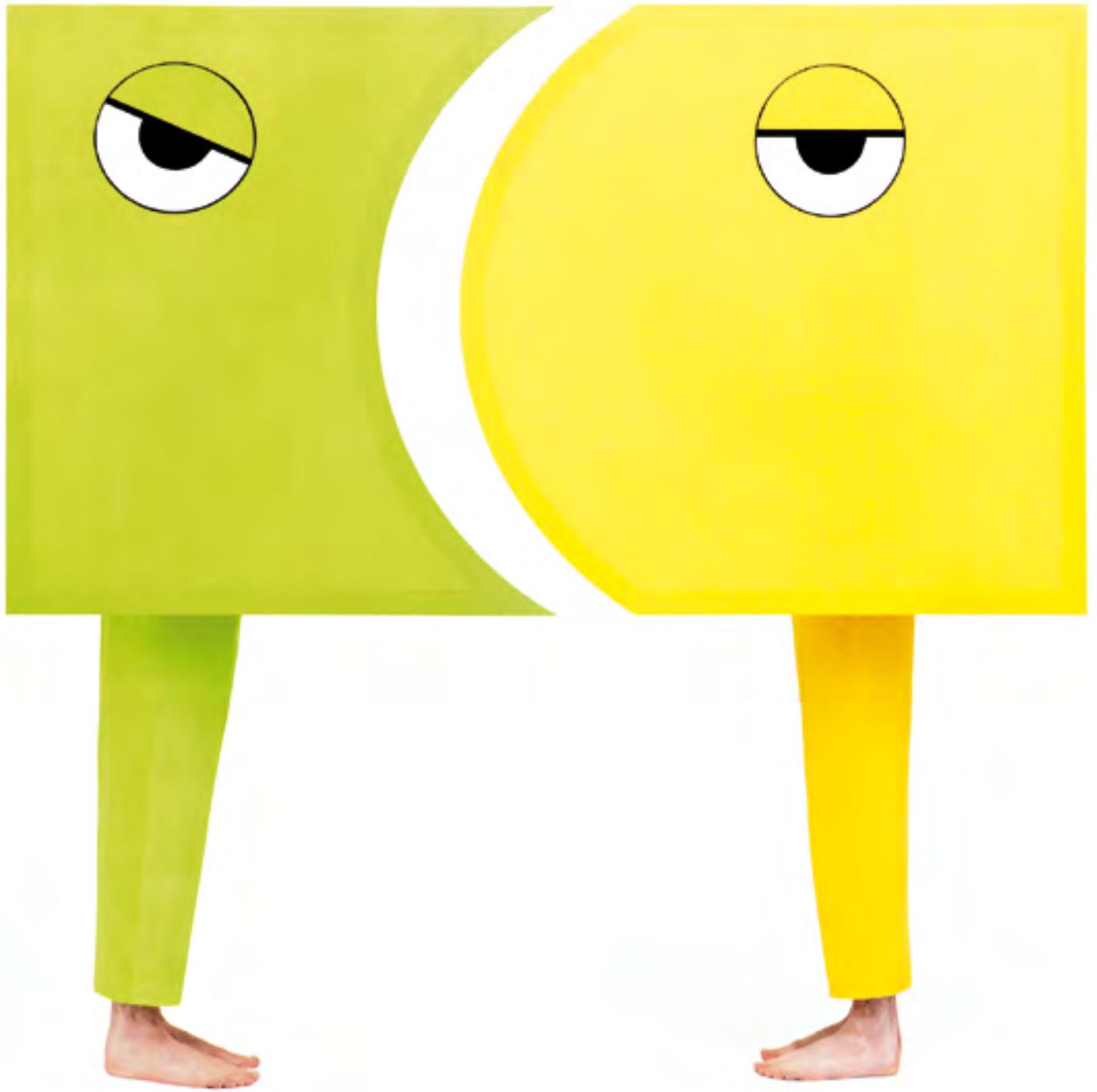
One very special aspect of the *Arrrgh! Monstres de mode* exhibition is the sound, designed by French artist Freekä Tet. Freekä will combine in his unique way music, animation, sound design, coding and electronics to create the sonar landscape that will soundtrack the monsters' escape from the Gaîté lyrique.

Exploring the monster in the machine, Greek artist Sotiris Bakagiannis (**thepersonwhodidthis**) will take over the main screen outside the 2ND floor with found and processed web driven visuals animated in real time using live data streams. Commissioned for *Arrrgh! Monstres de mode*, *dirtfoulandbooty.com* is a generative piece set to slowly and painfully drain computer resources spitting out decapitated imagery in the process.

CRAIG GREEN



© Style and character design: Craig Green - Photo: Daniel Little



PIERRE-ANTOINE VETTORELLO

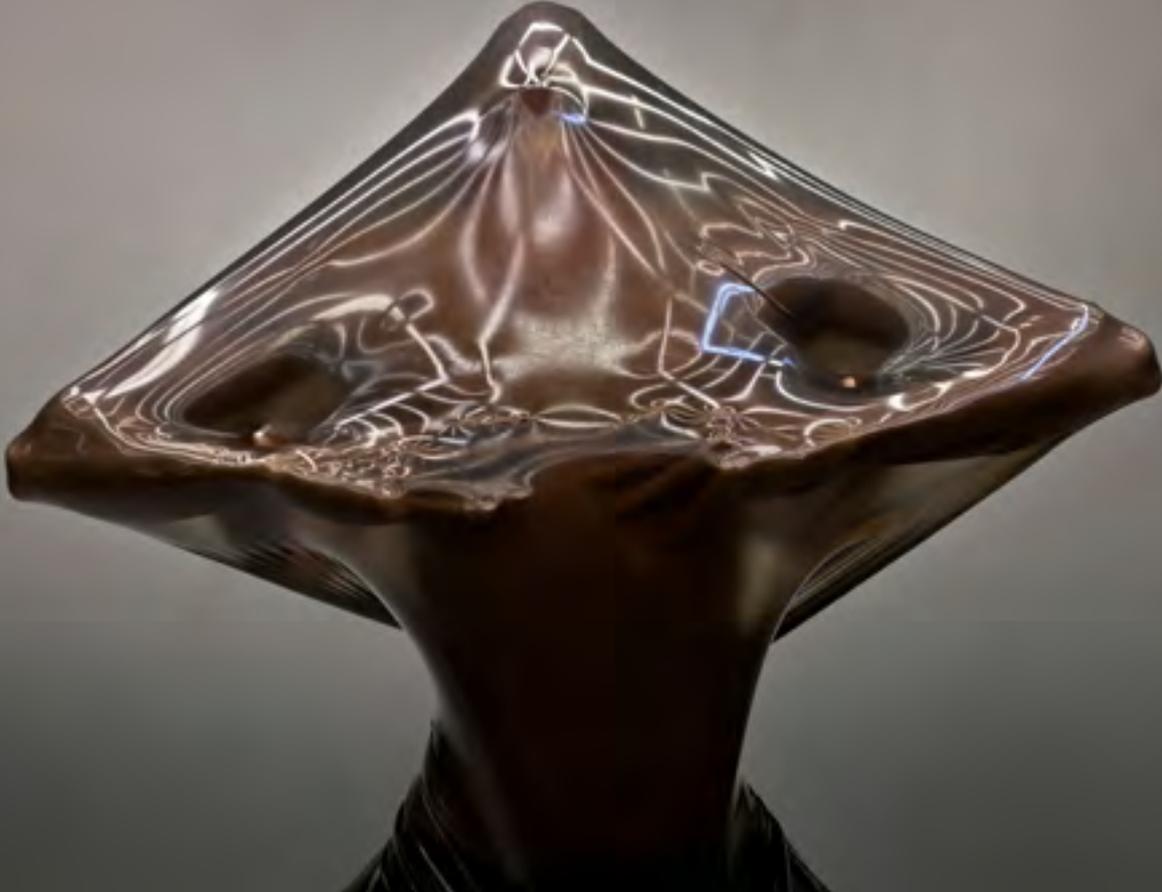


TRACY WIDDESS



Tracy Widless, Preta, 2012 © Photo: Tracy Widless.

BART HESS



Bart Hess, x.heyheyhey/for.stp.nl © Bart Hess.

BART HESS



Bart Hess, x.heyheyhey/for.stp.nl © Bart Hess.

FILEP MOTWARY & MARIA MASTORI



Filep Motwary & Maria Mastori, *The Forest Can Hide Us*, 2013 © Photo: Thanasios Kiklis.

CHARLIE LE MINDU



© Charlie Le Mindu + ATOPIC CVC, Atopic Bodies (ONE), Mr & Mrs Myth, 2010. © Photo: Vassilis Kardis.

CRAIG GREEN



Craig Green, M4 collection Central Saint Martins College of Art and Design Fashion & Textiles Department, 2012 © Craig Green.

WALTER VAN BEIRENDONCK



Walter Van Beirendonck, S/S 2012, CLOUD 79, collection, Walking Sculptures in collaboration with Erwin Wurm, photo: Dan Lecca, © Walter Van Beirendonck.

EXHIBITION

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ARRRGH!

MONSTRES DE MODE

CREATORS

ALEXANDER MCQUEEN ^{UK}
ALEX MATTSSON ^{SE}
ALEXIS THEMISTOCLEOUS ^{CY}
ANDREA AYALA CLOSA ^{ES}
ANDREA CAMMAROSANO ^{IT}
ANDREA CREWS ^{FR}
BART HESS ^{NL}
BAS KOSTERS ^{NL}
BERNHARD WILLHELM ^{DE}
BORIS HOPPEK ^{DE}
BRONWEN MARSHALL ^{UK}
CASSETTE PLAYA & GARY CARD ^{UK}
CHARLIE LE MINDU ^{FR}
CHI HE ^{CN}
CLAIRE MICHEL ^{FR}
CRAIG GREEN ^{UK}
DAVID CURTIS-RING ^{UK}
DIGITARIA ^{GR}
DR NOKI'S NHS ^{UK}
ERIKA MIZUNO ^{JP}
FREEKA TET ^{FR}
FILEP MOTWARY & MARIA MASTORI ^{CY & GR}
GEORGE TOURLAS ^{GR}
HELEN PRICE ^{UK}
HENRIK VIBSKOV ^{DK}
HEYNIEK ^{NL}
HIDEKI SEO ^{JP}
ISABEL MASTACHE MARTINEZ ^{ES}

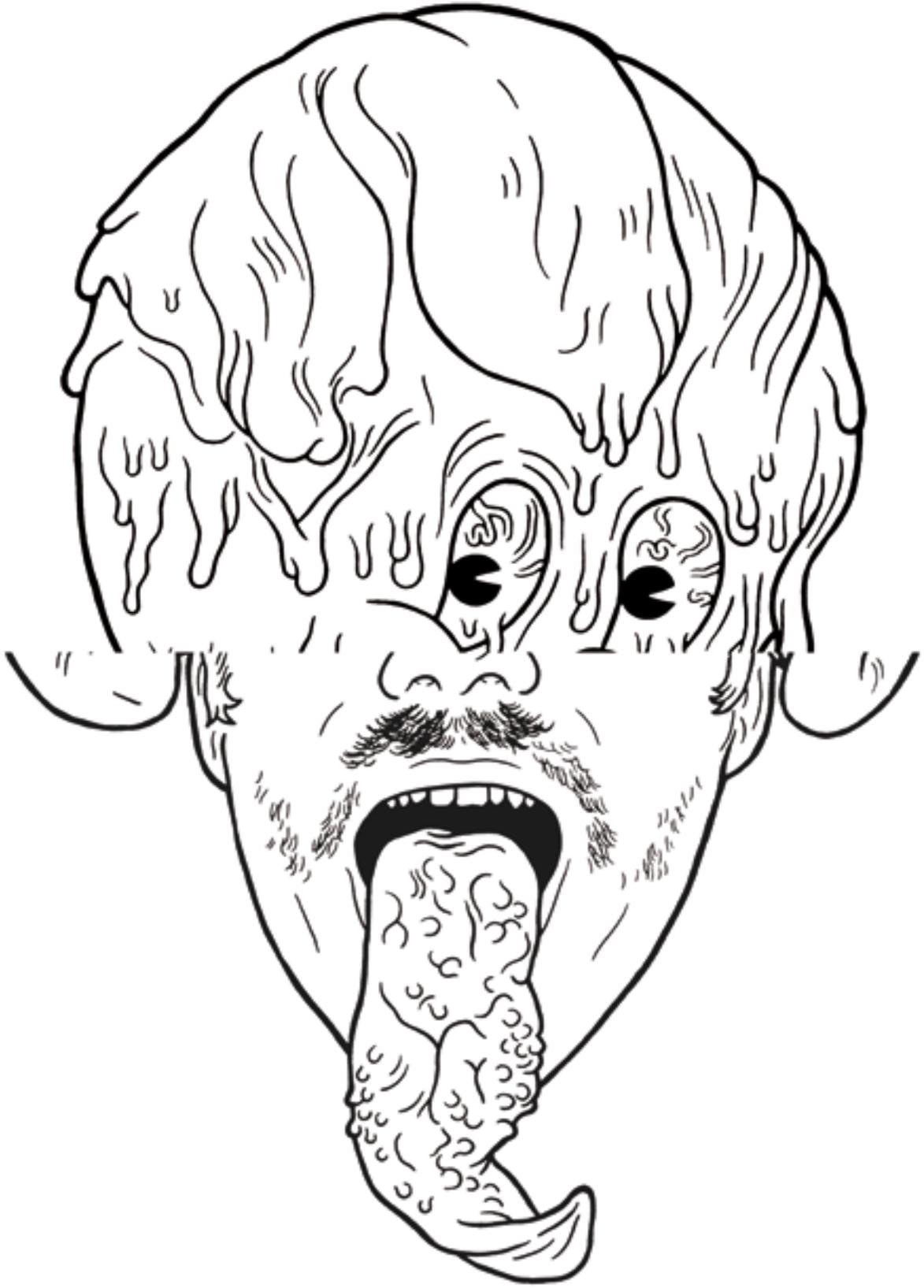
ISSEY MIYAKE & DAI FUJIWARA ^{JP}
JEAN-PAUL LESPAIGNARD ^{BE}
JOSEFIN ARNELL ^{SE}
KIM TRAEGER ^{DK}
LEUTTON POSTLE ^{UK}
LUIS LOPEZ SMITH ^{UK}
MADS DINESEN ^{DK}
MAISON MARTIN MARGIELA ^{FR}
MANON KÜNDIG ^{CH}
MARCUS TOMLINSON - GARETH PUGH ^{UK}
MAREUNROL'S ^{LV}
ON AURA TOUT VU ^{FR}
PAUL GRAVES ^{US}
PICTOPLASMA ^{DE}
PIERRE-ANTOINE VETTORELLO ^{FR}
PIERS ATKINSON ^{UK}
REJINA PYO ^{KR}
RICK OWENS ^{US}
ROZALB DE MURA ^{RO}
SHIN MURAYAMA ^{JP}
SOTIRIS BAKAGIANNIS -
(THEPERSONWHODIDTHIS) ^{GR}
TAKASHI NISHIYAMA ^{JP}
THE BRAINSTORM DESIGN ^{GR}
TRACY WIDDESS ^{CA}
TOMA STENKO ^{RU}
URBAN CAMOUFLAGE ^{DE}
WALTER VAN BEIRENDONCK ^{BE}





ATOPOS Contemporary Visual Culture exhibition "ARRRGH! Monsters in Fashion" at the Benaki Museum, Athens © Panos Kokkinias

GEORGE TOURLAS



EXHIBITION

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ARRRGH!

MONSTRES DE MODE

BIOGRAPHY : ATOPOS

ἄ-τοπος, ον, out of place, and so, 1. strange, unwanted, extraordinary, Eur., etc. 2. strange, odd, eccentric, δοῦλοι τῶν ἀεὶ ἀτόπων slaves to every new paradox, Thuc.; τῶν ἀτοπωτάτων ἔν εἴη Dem. 3. unnatural, disgusting, foul, πνεῦμα Thuc. II. Adv. —πως, marvellously or absurdly, Id., Plat.

ΑΤΟΠΟΣ
Contemporary Visual Culture

ATOPOS, a name inspired by the ancient Greek word “ἀτοπος” denoting the strange, the unwanted, the eccentric and the unclassifiable, is a meeting point for different visual disciplines. It operates by researching projects of international interest, collaborating with designers and artists, realising new ideas in the form of exhibitions, publications, performances and events. In parallel, and through the various collaborations, the collective has assembled a unique collection of rare and original creations by contemporary designers, historical garments and art objects, which is related to the organisation’s researches and is being enriched continuously.

ATOPOS CVC collaborates with cultural organisations, cultural and public benefit foundations, museums, galleries and independent artists. The collective made its “debut” with its participation in the exhibition *Ptychoseis = Folds + Pleats. Drapery from Ancient Greek Dress to 21st Century Fashion* (Benaki Museum, Athens, 2004), part of the Cultural Olympiad, Athens Olympic Games 2004. This was followed in 2007 by the exhibition *Rrrrip! Paper Fashion* (Benaki Museum, Athens, 2007), in which ATOPOS CVC presented its collection of paper garments. Following the success of *Rrrrip! Paper Fashion* in Athens, the collective has been invited to present the exhibition in the **Musée d’Art Moderne Grand-Duc Jean** (MUDAM, Luxemburg, 2008), in the **ModeMuseum** (MoMu, Antwerp, 2009), in the **Museum Bellerive/Design Museum**, (Zurich, 2010) and in **Galerie Stihl Waiblingen**, (Germany, 2013). Since 2010, **Barbican International Enterprises** has undertaken the promotion and tour of the exhibition *Rrrrip! Paper Fashion*.

Arrrgh! Monsters in Fashion ATOPOS’ next exhibition was presented at the **Benaki Museum**, Athens (2011). At the same time, the collective presented the *NOT A TOY – Fashioning Radical Characters* publication (Pictoplasma Publishing, Berlin), the first in-depth research worldwide on Radical Character Design in fashion and costume.

In 2011, ATOPOS CVC introduced its new theme of research on the human body and sexual practices in the digital era with the exhibition *Peepee* by Lakis & Aris Ionas / The Callas, showcased in ATOPOS’ venue and participated in ReMap 3 international platform for contemporary art. The exhibition *Full of love* by Boris Hoppek (Spring 2012) part of ATOPOS’ new theme of research.

PAUL GRAVES



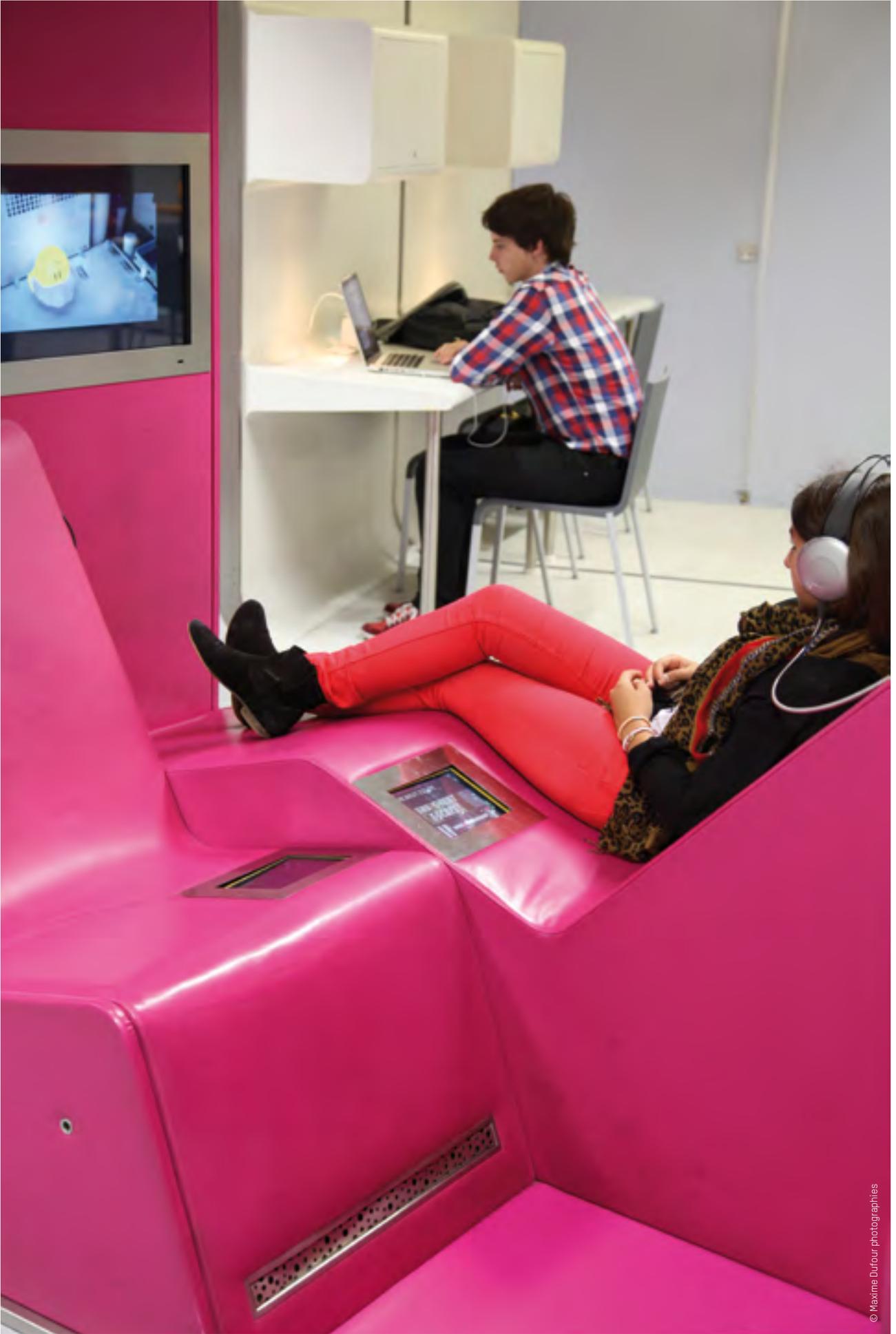
Paul Graves and Joe Fish, Fashion Monster Bialnik, 2006 © Photo: Paul Graves

ATOPOS CVC inaugurated its venue (Athens, 2010) by presenting the exhibition *ZZZZZZZZZZ IN ATOPOS*, with artworks by ShoboShobo. Part of this exhibition has been presented at the **Gaîté lyrique**, (Paris, December 2011), at **Kunstencentrum Belgie**, (Hasselt, 2012) as part of the Manifesta 9 Biennial Parallel Event Program, and at **Museum aan de Stroom**, (MAS, Antwerp, November 2012-February 2013).

ATOPOS' artistic director, Vassilis Zidianakis, has been invited to be part of the jury of the **21ST Festival International de mode et de photographie**, Hyères (2006), and at the Fashion Department Antwerp Show 2006, **Royal Academy of Fine Arts, Antwerp**. ATOPOS CVC has also been invited by the **Inamori Foundation** to act as a nominator for the **Kyoto Prize Award in Arts and Philosophy** (2006 and 2010), and by the **Fondation Prince Pierre de Monaco** for the **International Prize for Contemporary Art** (2009 and 2010).

ATOPOS CVC has collaborated, amongst others, with the *21_21 Design Sight* of the **Miyake Issey Foundation**, (Tokyo, 2008), the **Hydra School Projects** (2008 and 2009) and the **Musée d'Orsay**, (Paris, 2009). In 2010, ATOPOS CVC collaborated with Charlie Le Mindu and presented **Atopic Bodies [ONE]: Mr & Mrs Myth** in **ART-ATHINA**, and in 2011, the **Atopic Bodies [THREE]: The Leiotrichous Tribe**, at **Fondation Cartier pour l'art contemporain**, Paris. Following Robert Wilson, Artistic Director of **The Watermill Centre**, invitation to participate in the **18TH Watermill Summer Benefit**, New York, ATOPOS CVC presented the performance **Atopic Bodies [EIGHT]: The Voluptuous Panic Attackers** in collaboration with Charlie Le Mindu (2011). In 2012, ATOPOS CVC participated in the **19TH Watermill Summer Benefit**, and in collaboration with Craig Green at the **International Summer Program of The Watermill Center**.

• WWW.ATOPOS.GR



EXHIBITION

WEDNESDAY 13TH OF FEBRUARY > SUNDAY 07TH OF APRIL 2013

ARRRGH! MONSTRES DE MODE

AROUND THE EXHIBITION

BOOKING & INFORMATIONS

- WWW.GAITE-LYRIQUE.NET
- AT THE DESK OF GAÏTÉ LYRIQUE
- OR CALL THE 01 53 01 52 00

EXTEND THE ARRRGH! EXPERIENCE

Selected publications at the resource center

Discover publications, exhibition catalogs, fashion magazines, children's books and videos related to the artists featured in the exhibition.

- FREE ACCESS TO THE 1ST FLOOR.

Guided tours

Join a guided tour to discover all the secrets behind *Arrrgh!*

- EVERY SATURDAY AT 3PM - FREE WITH AN ADMISSION TICKET - FOR THE WHOLE FAMILY.

Exclusive selected objects at the shop

The shop showcases monstrous products from designers as well as a number of objects from fashion designs published by ATOPOS CVC.

- FREE ACCESS TO THE 1ST FLOOR.

EVENTS

House Of Moda with Club Cheval, Francois Chaignaud and TravlatoR\$

The outrageously freaky House Of Moda calls the shots during this night of club music and artistic performances.

- * MEMBERS PRICE • SATURDAY MARCH 2 - 12AM > 05AM - 16€/12€*

When fashion transforms the body monstrously / Conference by Pascal Monfort

Over the course of history, men and women have always subjected their bodies to strange torture in the name of style or symbolism.

- FRIDAY FEBRUARY 22 - 7:30PM - 5€ / 3€ / FREE*

A Shaded View On Fashion Film / A selection of short films

Founded by Diane Pernert, A Shaded View On Fashion Film is the first international fashion film festival. It will showcase a selection of short films focused on fashion.

- TUESDAY MARCH 26 - 7.30PM - 5€ / 3€ / FREE*

Mesmer / Performance by Jeremy Wade et Jassem Hindi

Jeremy Wade, an american choreographer and Jassem Hindi, a french sound artist, collaborate on this performance which explores the monster figure and its erotic potential through transformation of body and voice.

- COSTUME AND OBJECTS DESIGNED BY JEAN-PAUL LESPAGNARD, DESIGNER FEATURED IN *ARRRGH!*
- TUESDAY MARCH 26 – 7.30PM – 10€ / 8€* + FREE ADMISSION TO THE EXHIBITION.

Tales of la Gaîté

Funny and odd stories to get face to face with the monsters from *Arrrgh!*

- SUNDAY FEBRUARY 17 & WEDNESDAY FEBRUARY 20 WITH JULIEN TAUBER – WEDNESDAY MARCH 13 & SUNDAY MARCH 17 WITH FLORENCE DESNOUVEAUX – 5€.

WORKSHOPS

Collective creature / Workshop for kids by Claire Michel

Taking kids' imagination as a starting point, Claire Michel gives them to the opportunity to build their own monstrous creature.

- WEDNESDAY FEBRUARY 13 – 3PM > 5PM – 6 > 10 YEARS OLD – 5€ PER CHILD.

Inside out monster / Workshop for kids by Frédérique Daubal

Frédérique Daubal shows kids how to divert their own clothes to become little monsters...

- SUNDAY FEBRUARY 17 – 4PM > 6PM – 9 > 12 YEARS OLD – 5€ PER CHILD.

Metamorphosis / Adolidsays (workshop for teenagers) by Frédérique Daubal

Using simple accessories such as inflated balloons, fabric, wool and colorful scotch tape, teenagers are encouraged to wake the monster in them.

- 12, 13 & 14 MARCH – 2PM > 6PM – 11 > 16 YEARS OLD – 50€ / 40€*

Dead Bug Style / Workshop for all by Freeka Tet

Turn your clothes into musical instruments using simple materials and an Arduino circuit built in "Dead Bug Style" (components are soldered directly onto one another, "leg to leg" with no binding circuit board).

- 23 & 24 MARCH – 2PM > 6PM – 7 > 77 YEARS OLD – 20€ FOR TWO WORKSHOPS – 12€/10€* FOR ONE WORKSHOP (IT IS HIGHLY RECOMMENDED TO ENROLL TO BOTH WORKSHOPS !)

Fashion design workshop for adult by Hideki Seo

High fashion enthusiasts: design and manufacture your own skirt with designer Hideki Seo, Azzedine Alaïa's assistant.

- SUNDAY APRIL 7 – 3PM > 6PM – 10€ / 8€*

PARTNERS

Neck Plus Ultra

As part of the *Neck Plus Ultra* exhibition from February 27 to May 4 2013 at the Galerie des Galeries where Henrik Vibskov is being given carte blanche, and *Arrrgh! Monstres de mode* at Gaîté lyrique from February 13 to April 7 2013 where the designer is also featured, the two institutions will form a partnership based on the artist's parisian activities.

- LA GALERIE DES GALERIES IS A PARTNER OF THE *ARRRGH! MONSTRES DE MODE* EXHIBITION.

EXHIBITION

WEDNESDAY 13TH OF FEBRUARY > SUNDAY 07TH OF APRIL 2013

ARRRGH! MONSTRES DE MODE

PARTNERS

A CITY OF PARIS CULTURAL ORGANISATION

MAIRIE DE PARIS 

Avec le soutien de : 

LA GAÎTÉ LYRIQUE THANKS :

Its year-long partners

Audi talents awards 





The partner of Arrrgh!

Aēsop.

The media partners of Arrrgh!





















EXHIBITION

WEDNESDAY 13TH OF FEBRUARY > SUNDAY 07TH OF APRIL 2013

ARRRGH!

MONSTRES DE MODE

INFORMATION

ADMISSION

- 7€: full price • 5€: - 26 years old, unemployed, + 65 years old
- 3€: 5 > 12 years old • free admission: - 5 years old, members.

FREE ENTRY

- The hall and the Foyer Historique of La Gaîté Lyrique, both classed as historic monuments in the Inventaire Supplémentaire des Monuments Historiques.
- The ground floor café area and the Foyer Historique bar as well as the terrace giving onto the square below, specially opened this summer.
- The Resources Centre and the Espace jeux vidéo (video gaming space)
- The Gaîté Lyrique store

ADDRESS

3 bis, rue Papin – 75003 Paris

La Gaîté Lyrique is situated in heart of Paris, near to the Marais, République and Grands Boulevards.

ACCESS

MÉTRO

- Réaumur-Sébastopol - Lines 3, 4
- Arts et Métiers - Lines 3, 11
- Strasbourg Saint-Denis - Lines 4, 8.

RER

- Châtelet les Halles (A,B,D) (10 minutes by foot)

BUS

- Arrêt « Réaumur-Arts et Métiers » - Lines 20, 38, 47, NOCT-E, NOCT-F, NOCT-P

VÉLIB

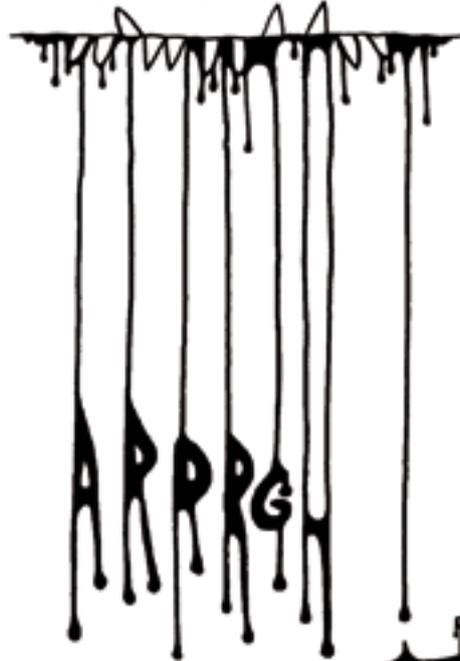
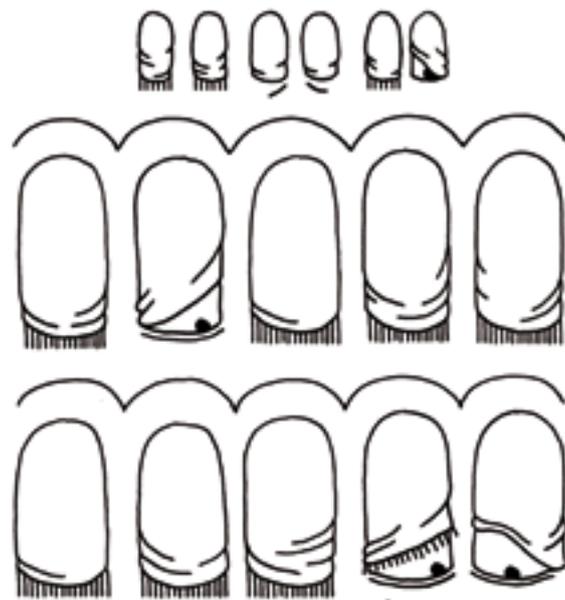
- Station n° 3012 (opposite 8, rue Salomon de Caus)
- Station n° 2003 (189, rue Saint-Denis)

PARKING

- The Vinci Saint Martin car part on the corner of rue Réaumur and rue Saint-Martin

SOCIAL NETWORKS

- Facebook • Twitter • Foursquare : « La Gaîté lyrique » • Flickr • Vimeo



CLOË FLOIRAT



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