



Wolfgang Seidel

Fashionable Paper



The Big Ones for '68: Paper Dress by Universal Fashions, USA, 1968. Photo: Panos Davios. © ATOPOS collection, Athens.

The exhibition 'PAP(1)ER FASHION – Pop. Avantgarde. Asia-tika', on view at the Galerie Stihl in Waiblingen <www.galerie-stihl-waiblingen.de>, until 21 April 2013, presents a comprehensive look at the significance of paper clothing from its beginnings in Asia up until today, including the design process for fashions made from paper.

Creative director and designer of the show, in partnership with Barbican International Enterprises (London), is ATOPOS Contemporary Visual Culture <www.atopos.gr>, a non-profit cultural organization (Athens). Its aim is to implement innovative projects of contemporary visual culture, with particular emphasis on the human figure and costume. Since the beginning of 2003, ATOPOS CVC has cooperated with cultural organizations, cultural and public benefit foundations, museums and galleries. It operates by researching projects of international interest, collaborating with designers and artists from whom it has assembled a unique collection of rare and original creations, historical



Kamiko jacket, Japan, 18th/19th century. © ATOPOS collection, Athens.

garments and art objects. In 2004, ATOPOS CVC began to collect articles of clothing made out of paper, for research purposes and for the development of new, object-inspired exhibition concepts. The research focused on a short-lived but popular fashion from 1960's America: single-use or disposable clothing, which was first produced in 1966 by the Scott Paper Company in order to market its own products.

A centerpiece of the ATOPOS CVC collection is exhibited in Waiblingen: a paper dress created by Universal Studios, Los Angeles, in 1968, which served as a PR item for film critics. Images of movie stars from the studio's own productions are printed on both sides in the Pop-Art portrait style of Andy Warhol. Another object documents the scope as well as the historical and international diversity of the collection: a Japanese shirt, the so-called Kamiko, the origins of which go as far back as the 10th century. According to legend, a monk who was expecting guests at his home was lacking in fresh clothing and so he made a provisory shirt out of old Sutras, the holy writings of the Buddha. This Kamiko—kami ('paper') and koromo ('rumpled')—was made by saturating Washi-paper with colorless starch. The paper gets its textile effect through a dense array of wrinkles, and for this reason it is also known as Momigami ('wrinkled paper').

These two objects, along with countless other fascinating examples are so interesting, that it is absolutely worthwhile to keep following the activities of ATOPOS CVC!

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