

**Winners of Han Nefkens Fashion on the Edge Award announced**

20 January 2014

Exhibition

**The Future of Fashion is Now**

**11 October 2014 - 18 January 2015**

**A jury of experts, including the fashion-duo Viktor&Rolf and Karin Swerink, Editor-in-Chief of Vogue, have awarded the prize to six young fashion designers. They are each creating a new work on the cusp between fashion and art. These new works will be on show for the first time in the exhibition 'The Future of Fashion is Now', which will open this autumn in Museum Boijmans Van Beuningen.**

The jury is made up of Viktor&Rolf, Karin Swerink, Vassilis Zidianakis, Han Nefkens and José Teunissen. The six fashion designers and initiatives are Iris van Herpen (NL), Craig Green (GB), Dolci & Kabana (AU), Olek (PL), Digest Design (CN) and LUCCO (PE). This autumn, their vision on the future of fashion will be on show in Museum Boijmans Van Beuningen. Karin Swerink about the selection: "It had to engage, inspire and surprise me. All six designers met these three criteria." The jury will be assisting the prize winners right up to the opening. The public can also follow this process via a special website that will be launched shortly. The announcement of the Han Nefkens Fashion on the Edge Awards marks the official start of the preparations for the fashion exhibition in Rotterdam.

**Exhibition**

'The Future of Fashion is Now' takes visitors on a journey along the most innovative fashion and fashion talents from all over the world and features work by designers such as Viktor&Rolf, Christophe Coppens, Martin Margiela and Hussein Chalayan. Work by more than sixty international designers is on show, from leading fashion houses to young, up-and-coming talent. The exhibition addresses the critical position young fashion designers adopt towards the fashion system and the role of clothing in today's society. Sustainability, new technologies and the value of clothing for the identity of an individual or a community are themes with which they open the discussion about fashion of the future.

**Jury and scouts**

Twenty international scouts each selected two or three designers for the exhibition and the Han Nefkens Fashion on the Edge Award. This unusual method of working resulted in a selection from which the jury of experts has now chosen six prize winners.

**Han Nefkens Fashion on the Edge**

Han Nefkens Fashion on the Edge is an initiative of writer, benefactor and art activist Han Nefkens and fashion expert José Teunissen, in collaboration with Museum Boijmans Van Beuningen. The initiative's mission is to support fashion talent working on the cusp of fashion and art. The Han Nefkens Fashion on the Edge Award offers designers the opportunity of creating new work, which is then given on perpetual loan to the museum.

Han Nefkens recently announced that he is donating the latest haute couture collection of Viktor&Rolf to Museum Boijmans Van Beuningen. This collection attracted considerable attention in the spring of 2013 in Paris and will be on show to the general public for the first time in the autumn exhibition 'The Future of Fashion is Now'.

**Han Nefkens  
Fashion on  
the Edge**

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**Note for the press**

Please note: the exhibition will open later than previously published, namely on 11 October. For more information, please contact the Marketing and Communications department, telephone +31 (0)10 - 44.19.561 or [pressoffice@boijmans.nl](mailto:pressoffice@boijmans.nl). On publications, please mention: [www.boijmans.nl](http://www.boijmans.nl).