



DRESSING IDEAS IN FILMS.

INTERNATIONAL FASHION AUDIO-VISUALS PROGRAMME.

Guggenheim Bilbao Museum. June 8-9, 2017.

FASHION AND FILMS II. Organised by ESTUDIOYOX Partners: TOPARTE  bbk 

As part of TopARTE, programme that commemorates the XX anniversary of Guggenheim Museum Bilbao, the second edition of this programme of fashion audio-visuals with ethical dimension, will screen a selection of documentaries, fashion films and new formats made in the international panorama.

FASHION AND FILMS II. Dressing ideas in films.

Dates: June 8-9, 2017.

Venue: Guggenheim Bilbao Museum.

Organised by: Estudio YOX.

Curated by: Xabier Martínez-Jauregi.

Under the motto "Dressing Ideas in Films", the programme features a broad perspective on the uses and possibilities of fashion audio-visual to convey discourses and representations with a positive impact on contemporary society: **development; social and political claims, ecology and sustainability; equality and cultural, racial and gender identity; LGBT+ rights; non stereotyped beauty.**

In FASHION AND FILMS we believe that fashion and audiovisual individually and especially united, reflect culture and identity and can promote action, unite, inspire, raise awareness and transmit social changes. There is a growing and significant production of fashion audio-visuals conscious and responsible for its potential as cultural objects, its ability to conjugate through creativity the promotion of fashion products with the transmission of ethical narratives relevant to society.

Distributed over two days, the program covers the different formats and approaches that this medium brings together combining fashion and audio-visual, **two of the most prevailing cultural manifestations in contemporary society.** It is formed by paradigmatic pieces made in the last decade along with audio-visuals that at present produce both prestigious and emerging filmmakers and international fashion brands.

SCHEDULE

THURSDAY 8 JUNE. 17:30 pm.

Genre: Fashion documentary.

Versailles'73: American runway revolution.

2012. USA.

Director: Deborah Riley Draper. www.versailles73movie.com.

Duration: 90 minutes.

Language: English without subtitles.

The documentary focuses on the fashion shows which, known as 'The battle of Versailles', took place on November 28, 1973 at the castle of Versailles, France. They were meant to be a combat between the designers of French Haute Couture -Yves Saint Laurent, Christian Dior, Hubert de Givenchy, Pierre Cardin and Emmanuel Ungaro- and American designers -Antine Klein, Stephen Burrows, Oscar de la Renta and Halston-. The battle became a paradigm shift for fashion, bringing a fresh air that would catapult ready-to-wear and a significant incorporation of black designers and models to the fashion industry.

*After the screening, a Q&A Skype will be held with Deborah Riley Draper.

FRIDAY 9 JUNE. 17:30 pm.

Genres: Fashion films and new formats.

*Films in alphabetical order.

#YSL04 by Anthony Vaccarello.

2016. France.
Director: Nathalie Canguilhem.
www.pac.fr/director/nathalie-canguilhem.
Fashion brand: Saint Laurent Paris.
Language: English without Spanish subtitles.

Aidentiti.

2016. France.
Director: Hadi Moussally.
www.hadimoussally.com
Fashion brands: Isabel Marant, Satellite Paris, Apologie.

Apollo.

2017. Spain.
Director: Cristian Velasco.
www.vimeo.com/cristianvelascofilmmaker.
Stylists: Dan García, Almudena Palma, Joel Martín.

Bowl of Cherries.

2016. France.
Director: Hadi Moussally.
www.hadimoussally.com.
Fashion brand: Bowie Wong.
Language: English with Spanish subtitles.

Carpe Diem/ The cult of Matthew Miller.

2016. United Kingdom.
Director: Liam S. Gleeson. www.hidden-agency.com.
Fashion brand: Matthew Miller.

Climate revolution.

2014. United Kingdom.
Director: Casey Brooks. www.caseybrooks.com.
Fashion brand: Vivienne Westwood.

Diesel SS17 Adv Campaign: Make love not Walls.

2017. USA.
Director: David LaChapelle.
www.davidlachapelle.com.
Fashion brand: Diesel.

Edun SS17.

2016. USA.
Directora: Kristin-Lee Moolman.
www.kristinleemoolman.com.
Fashion brand: Edun.

Ephemeral Nature.

2011. United Kingdom.
Director: Gsus Lopez. www.gsuslopez.com.
Fashion brand: Displexia Jewellery.

Fall.

2016. France.
Director: Hadi Moussally. www.hadimoussally.com.
Fashion brand: Andrea Crews.

Falling.

2016. United Kingdom.
Director: Sisi Lu. www.lu-sisi.com.
Fashion brand: Haizhen Wang.

He, She, Me.

2015. United Kingdom.
Directors: Kathryn Ferguson.
www.kathrynferguson.co.uk & Alex Turvey.
www.alexturney.com.
Fashion brands: Ann Demeulemeester, Yang Li, Nicopanda, Rad Hourani, Bodymap, Nasir Mazhar, Hood by Air, Meadham Kirchhoff, Underground, Jean Paul Gaultier, Wolford, Dries Van Noten, Comme Des Garcons.

Headpieces for peace.

2011. USA.
Director: Jessica Mitrani.
www.jessicamitranistudio.com.
Fashion brand: threeASFOUR.

Holi Holy.

2013. India.
Director: Bharat Sikka. www.bharatsikka.com.
Fashion brand: Manish Arora.

Home truths.

2017. United Kingdom.
Director: Kathryn Ferguson.
www.kathrynferguson.co.uk.
Stylist: Joe Mills.
Language: English without Spanish subtitles.

I want muscle.

2011. United Kingdom.
Director: Elisha Smith-Leverock. www.smith-leverock.co.uk.
Stylist: Kim Howells.

Incredible machines.

2016. United Kingdom.
Director: Kathryn Ferguson.
www.kathrynferguson.co.uk.
Stylists: Nicky Yates, Joe Mills.
Language: English without Spanish subtitles.

Island.

2016. USA/ Spain.
Director: Alexa Karolinski.
www.alexakarolinski.com.
Fashion brands: Eckhaus Latta, Camper.

Luv Crimez.

2016. Sweden.
Directors: Kristin-lee Moolman.
www.kristinleemoolman.com & Jennifer Mehigan. www.jennifermehigan.com.
Fashion brands Eytys.

Meet the wrestlers of the pink lake, Senegal.

2015. Senegal.
Director: Harley Weir.
www.artpartner.com/artists/film/harley-weir/.
Fashion brand: Wales Bonner.
Language: Wólof with English subtitles.

Melony.

2017. USA.
Director: Alexa Karolinski.
www.alexakarolinski.com.
Fashion brand: Eckhaus Latta.

One day.

2015. United Kingdom.
Director: Mototake Makishima.
www.makishimafilms.com.
Fashion brand: Toogood.

Orlando (Palomo Spain FW 16).

2016. España.
Director: Adreim Atup.
www.vimeo.com/adreimatupentertainment.
Fashion brand: Palomo Spain.

Outlaw film 1.

2015. Russia.
Directors: Maxim Bashkaev & Dilyara Minrakhmanova. www.outlaw.ru.
Fashion brand: Outlaw Moscow.
Language: Russian with English subtitles.

PS I love you (Ithigi Lithigove Yithigou).

2016. USA.
Director: Harley Weir.
www.artpartner.com/artists/film/harley-weir/.
Fashion brand: Proenza Schouler.
Language: English.

Red shoes.

2013. United Kingdom.
Director: Lorna Tucker. www.wearefinish.com.
Fashion brand: Vivienne Westwood.

Silver goddesses.

2015. United Kingdom.
Directors: Quentin Hubert.
www.quentinhubertcreative.com & Anna Radchenko. www.annaradchenko.com.
Stylist: Quentin Hubert.

So catchy (a tribute to Godard's Le Mepris).

2016. United Kingdom.
Director: Gsus Lopez. www.gsuslopez.com.
Fashion brands: So Catchy, Carolin Holzhuber, Mawi.
Language: English without Spanish subtitles.

The Uncanny valley: Stella McCartney SS17.

2017. USA.
Director: Philippa Price.
www.philippaprice.com.
Fashion brand: Stella McCartney.

Unisex by Edouard Lock.

2011. Canada.
Director: Rad Hourani. www.radhourani.com.
Fashion brand: Rad Hourani.

