

February 2012: Press Release

Yohji Yamamoto at Design Museum Holon, Israel

July – October 2012

In an Israeli first, Design Museum Holon is proud to announce an exhibition by visionary designer Yohji Yamamoto.

Maestro of avant-garde fashion, Yohji Yamamoto remains one of the world's most influential and enigmatic designers and over the last forty years has made a vital contribution to fashion, challenging traditional norms of clothing with his style. The exhibition at Design Museum Holon is particularly meaningful as it coincides with the 60th anniversary of the Japan-Israel relationship and the 40th anniversary of Yamamoto's company, Y's.

Yohji Yamamoto says *"After exhibiting in London, Florence and Paris, it is a natural flow for me to organise an exhibition in Israel this time – a country very rich in culture. In an era where we only receive prepared information, as a thinker, I want to see Israel with my own eyes and feel it through my skin to get to know it well. Now I will be able to experience it live"*.

Curated by Galit Gaon, Design Museum Holon's Chief Curator, the exposition will challenge and re-conceptualise the way in which conventional fashion exhibitions are presented. A series of site specific installations will be designed which embrace and respond to Ron Arad's iconic building.

The exhibition will curate over 80 Yohji Yamamoto's signature women and menswear silhouettes, exploring discussions between people, places, clothing and design. The expressive installation, designed by Masao Nihei, will cleverly bring together all the various indoor and outdoor spaces of the museum, including the two major galleries, lab space, garden and public areas. The flow of objects through the private and public arenas will create a continuous stream of inspiration, inviting visitors to experience a journey of emotions, memories and design.

The lower gallery will recreate the vibrancy and heightened feeling of the world's major metropolitan areas while the upper gallery will invite visitors to interact with an abstract installation.

Galit Gaon, Design Museum Holon's Chief Curator, comments, *"We are honoured to partner with Yohji Yamamoto, one of the most iconic fashion figures of our time. The introduction of Yamamotos' innovative aesthetic, precision and creativity will mark a significant milestone in the Museum's life"*.

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For press information or visuals of the exhibition and Design Museum Holon, please contact Sameera Hanif and Amy Ullman at LUCHFORD APM: sameera.hanif@luchfordapm.com, amy.ullman@luchfordapm.com; + 44 (0) 20 7631 1000



Notes to Editors:

1. World-respected designer Yohji Yamamoto is renowned for blurring the boundary between fashion and the arts. He has influenced theatrical and cinematic fashion in addition to establishing menswear and sportswear collections on an international scale.

Yohji Yamamoto graduated from Keio University in 1966 with leading Japanese So-en and Endo fashion awards. In 1972, he created Y's Company Ltd, presenting collections in Tokyo, Paris and New York. A decade later, the designer introduced Yohji Yamamoto Inc and presented the Yohji Yamamoto Femme, then Homme collections in Paris. In 2002, Yamamoto started a partnership with adidas, was appointed creative director of Y-3 and presented a sportswear collection during the Paris ready-to-wear fashion week.

During his career, Yamamoto has created striking costumes for several of Takeshi Kitano's movies, as well as for the opera *Tristan and Isolde*, directed by Heiner Müller. His clothing has been exhibited worldwide, including museums and galleries in Paris, Tokyo, London, Florence and Antwerp. Yamamoto received the "Chevalier de l'Ordre des Arts et des Lettres" nomination from the French Minister of Culture in 1994 and the "Commandeur de l'Ordre des Arts et des Lettres" nomination from the French President in 2011.

2012 marks the 40-year anniversary of Y's Company Ltd and the inauguration of Yohji Yamamoto as the president of the International Festival of Fashion and Photography of Hyères (France).

2. Designed by world-renowned architect Ron Arad, Design Museum Holon was inaugurated in March 2010 and has quickly established itself as the most exciting recent development to emerge in the Middle East. The Museum is part of an urban regeneration initiative which aims to transform the City of Holon into a centre for design. Central to Design Museum Holon's mission is to supply an enriching and thought-provoking environment for visitors to explore exciting and engaging design ideas, principles, processes and objects in a tactile and practical fashion. www.dmh.org.il

3. A fully illustrated catalogue will accompany the exhibition.
4. Design Museum Holon 2012 programme:

April 2012

As part of the Holon Design Week, Design Museum Holon will present *Plus Ten*, an exhibition of over 40 Israeli designers and their work. In the week prior to Salone del Mobile in Milan, directors of design weeks from across the world will visit Holon and meet Israeli designers.

September 2012

Design Museum Holon will host *Parallel Nippon*, a Japanese architecture exhibition, in one of the municipal galleries. The exhibition continues the celebration of the 60th anniversary of the Japan-Israel relationship.

October 2012

Yohji Yamamoto's unique exhibition will conclude during Holon Fashion Week (HoF12). Holon Fashion Week celebrates the multidisciplinary nature of fashion with international and local guests and a full program of events and activities.



November 2012

Design Museum Holon will present historical and contemporary Central Eastern European design in an exhibition exploring the distinct identities of countries that previously made up the Eastern Bloc. There will be an accompanying conference and catalogue.

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