



Press release
Vienna, Aug 14th, 2008

With 'CHINA GO' and 'GO CHINA' gegenalltag interlinks Austrian and Far Eastern Fashion Design

Presentations in the MuseumsQuartier Wien and a show room in Beijing open up perspectives on creative work in the People's Republic

Download images at www.gegenalltag.at/gallery/chinago

Under the title "CHINA GO" gegenalltag presents young Chinese fashion design in the MuseumsQuartier Wien (MQ) from September 10th to November 23rd. In return Jasmin Ladenhaufen travels to Beijing with a selection of Austrian and international fashion design under the motto "gegenalltag GO CHINA" from October 1st to December 31st. Both projects zero in on expressing the multifaceted creative output of the host country of the Olympic Games 2008.

„CHINA GO“ gegenalltag – Chinese fashion design in the quartier21/MQ Vienna

With "CHINA GO" gegenalltag presents a cross-section of different styles and attitudes of young Chinese fashion designers. What is presented is the full range – from street couture and ready-to-wear right up to high-end fashion. Moreover, experimental individual items, textile design and fashion photography are on display in the exhibition. On September 19th, at 6 pm or 10 pm, choice fashion items can be marveled at in a fashion event in the frame of the modequartier21 Fashion Shows in the Arena/MQ Vienna.



The acclaimed young designer Yang Du will only be in Vienna on the occasion of this show and will present items from her latest collection "Falling in love is a risk". Moreover, individual items and photos of her creations are on display in the "CHINA GO" exhibition. Jacky Tsai from Shanghai, who has already designed patterns of cloth for Alexander McQueen, presents images of his artistic fashion designs. Su Pei Ho has developed a

style which follows textures and broken forms. The collection of this designer from Singapore focuses on handmade nuno felt made of Merino wool and satin.

Pinie Wang from Beijing has lived in Austria for 17 years. Her artistic activities range from graphic design and photography to djing. For "CHINA GO" Wang combines traditional Chinese folk art with Western Pop Art. The lively, colourful and high-contrast colours symbolize the cheerful and optimistic trait of Chinese culture.

"gegenalltag GO CHINA" – Fashion project from Vienna in Beijing

gegenalltag presents fashion created by Austrian and international designers in a show room in Beijing and plays with the stereotypes we have for the Chinese clothing industry. For Beijing "gegenalltag GO CHINA" develops further a performance project that started in Vienna early in 2008. An exact real-life copy was produced from a dress in a painting by the Chinese artist CHEN KE. Now this copy is being handed on from designer to designer, is being amended or redesigned. So gegenalltag is going to inquire the value of a copy with a collection of 30 copies designed by five Austrian and five international designers.

Jasmin Ladenhaufen's experiences with "gegenalltag GO CHINA" will be presented on October 16th, from 7 to 10 pm, in the frame of the BLICKFANG Spots in the quartier21/MQ.



Overview of Dates and Facts:

gegenalltag "CHINA GO"

Selection No. 13

Current Chinese Fashion Design

September 10th to November 23rd, 2008

Opening: September 10th, 2008, 19.00

boutique gegenalltag

quartier21/MQ Electric Avenue

MuseumsQuartier Wien

Museumsplatz 1, A-1070 Vienna

Opening hours: Wed – Sun 14.00-19.00

Participating Designers:

Yang Du

Liwen Lin

Amus Leung

Masha Ma

Weiwei Xu

Su Pei Ho

Jacky Tsai T+D Studio

Pinie Wang

Xiaoxiao Dong

Nicole Xie

Supporting Programme:

Friday, Sept 19th, 2008, 18.00 and 22.00

China Design on the Catwalk

Fashion event in the frame of the ModeQuartier21 Fashionshows

Arena/MuseumsQuartier Wien

MuseumsQuartier Wien

Museumsplatz 1, A-1070 Vienna

Thursday, Oct 16th, 19.00 – 22.00

„Beijing NEWS – gegenalltag in Beijing“

In the frame of the BLICKFANG Spots gegenalltag informs you about

first impressions in Beijing

boutique gegenalltag

quartier21/MQ Electric Avenue

MuseumsQuartier Wien

Museumsplatz 1, A-1070 Vienna

Friday, Oct 3rd and Nov 11th, 2008, 17.00

Guided tour with tingel tangel tours

Please register at www.tingeltangel.org/tours

„gegenalltag GO CHINA“

gegenalltag presents selected Austrian and international fashion designers in Beijing.

October 1st to Dec 31st, 2008

Participating Designers:

unartig, Vienna, AT

MANGELWARE, Vienna, AT

artpoint (Vienna, AT)

Gina Drewes (Vienna, AT)

ulliKo (Vienna /AT)

Mariela Gemisheva (Sofia, BG)

house of boing (London, UK)

Jasper Garvida (London, UK)

LISA D (Berlin, D)

GGrippo (New York, USA)

Press contact juicy pool. communication Chris Schnagge Sprengersteig 21 A-1160 Vienna T: +43 1 481 54 54 40 chris.schnagge@juicypool.com www.juicypool.com	Contact boutique gegenalltag quartier21/MQ Electric Avenue MuseumsQuartier Wien Jasmin Ladenhaufen Museumsplatz 1, A-1070 Vienna T: +43 699 116 17 455 info@gegenalltag.at www.gegenalltag.at
---	--