

Press Release
15 January 2013

Swarovski Whitechapel Gallery Art Plus Fashion:
Giles Deacon, Bella Freud, Marios Schwab and Nadja Swarovski collaborate
with the Whitechapel Gallery for annual fundraising gala
14 March 2013, 7pm - late

The Whitechapel Gallery announces an exceptional evening of art, fashion and moving-image on **Thursday 14 March 2013** for the annual fundraising gala in partnership with Swarovski. Major names from the world of fashion including **Giles Deacon, Bella Freud, Marios Schwab and Nadja Swarovski** select the most promising fashion postgraduates emerging from London to take centre stage in the first ever live catwalk show in the Gallery.

Whitechapel Gallery Director **Iwona Blazwick OBE**, **Nadja Swarovski**, Member of Swarovski's Executive Board, **Mollie Dent-Brocklehurst**, Art Plus Chair and **Justine Picardie**, Harper's Bazaar Editor-in-Chief, lead a committee of renowned figures from the worlds of art, fashion, film and music, inviting guests to join an evening premiering the next generation of designers. Funds raised support the Whitechapel Gallery's Education programme, which works with thousands of children and diverse community groups every year.

For **Swarovski Whitechapel Gallery Art Plus Fashion**, outstanding postgraduate fashion collections will be paired with work by leading moving-image artists, followed by live music and celebrity DJs. An auction led by Sotheby's **Oliver Barker** includes works generously donated by major contemporary artists. Guests will have the opportunity to bid on works by **Andrea Büttner, Minerva Cuevas, Corinne Day, Sam Durant, Cornelia Parker, Bridget Riley, Bob and Roberta Smith** and **Catherine Yass**.

Swarovski Whitechapel Gallery Art Plus Fashion will feature a stunning catwalk show with creative direction by Sara Blonstein and Chris Ford from **Blonstein & Associates**. Event production by **Event Concept** will be complemented by a delicious party menu devised by **Smart Hospitality** with **Angela Hartnett, Wright Brothers** oysters and bespoke cocktails and refreshments by **Courvoisier, Peroni, Jose Cuervo, Stolichnaya Vodka, Laytons Wine Merchants** and **Firefly Tonics**.

The Swarovski Whitechapel Gallery Art Plus Fashion committee is chaired by **Mollie Dent-Brocklehurst** and includes: **Francesca Amfitheatrof**, Designer; **Edouard Benveniste-Schuler**, Art Consultant, Christies, and Co Chair of the Whitechapel Gallery's Young Patrons Scheme; **Fran Cutler**, Director, Fran Cutler Associates; **Gary Fairfull**, Entrepreneur and Event Consultant; **Tania Fares**, Art Collector and Philanthropist; **Anthony Fawcett**, Director, Anthony Fawcett Consultants; **Whitney Hintz**, Curator, Hiscox; **Caroline Lynch**, Director of Purple PR; **Dan Lywood**, Music Consultant and DJ; **Elliot McDonald**, Curator, Pace Gallery; **Clara Mercer**, Head of Marketing, British Fashion Council; **Valeria Napoleone**, Art Collector; **Dominic Palfreyman**, Whitechapel Gallery Trustee; **Lauren Prakke**, Art Collector and Founder, Restless Buddha and Chair, Patron Ambassadors, Whitechapel Gallery; **Stephanie Rafanelli**, Features Director, Harper's Bazaar; **Hannah Rothschild**, Senior Editor, Harper's Bazaar; **Saskia Sissons**, Director of Charity and Cultural Sponsorship, Swarovski; **Brigitte Stepputtis**, Head of Couture, Vivienne Westwood; **Edward Tang**, Art Consultant, Christies and Co Chair of the Whitechapel Gallery's Young Patrons Scheme;

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Christopher Taylor, Director, Museum 52; **Julian Vogel**, Managing Director, Modus Publicity and **Bettina Von Hase**, Director, Nine AM Limited.

The Supporters' Committee includes: **Lara Bohinc**, **Christa Carr**, **Jake & Dinos Chapman**, **Sadie Coles**, **Laurence Graff**, **Mark Hix**, **Maureen Paley**, **Jasmin Pelham**, **Joana Schliemann**, **Stan Stalnaker**, **Nadja Swarovski**, **Tim Noble & Sue Webster** and **Alannah Weston**.

The Honorary Committee includes: **Fiona Banner**, **Bishi Bhattacharya**, **Giles Deacon**, **Tracey Emin**, **Henry Holland**, **Tom Hollander**, **Jenny Holzer**, **Christian Marclay**, **Jack Peñate**, **Ed Ruscha**, **Greta Scacchi**, **Christopher Simon**, **Neil Tennant**, **Mark Titchner** and **Julie Verhoeven**.

Notes for Editors

Education at the Whitechapel Gallery

The Whitechapel Gallery pioneered gallery education and community outreach, believing that art has the power to transform the lives of children and young people. Working with thousands of children and young people annually, leading artists collaborate with those who have the greatest need for opportunity, with their art celebrated in our dedicated public education galleries.

Art Plus

Art Plus is an annual event which explores the dynamic fusion of the visual arts with other mediums including drama, dance, film or music, culminating each year in a one-night only party and performance event.

Swarovski

The Swarovski story began in 1895 when Daniel Swarovski invented a machine for cutting and polishing crystal. This machine not only revolutionized jewellery manufacturing, but also the worlds of art, design, fashion and cinema for over a hundred years. Today Swarovski is the world's leading producer of precision-cut crystal, genuine gemstones and created stones, operating nearly 2,000 retail outlets in over 120 countries. The company has a rich history of working with internationally acclaimed designers including Karl Lagerfeld, Christian Lacroix, Coco Chanel and Christian Dior. www.brand.swarovski.com

Giles Deacon

After graduating from Central Saint Martins in 1992, Giles Deacon worked with Jean Charles De Castelbajac in Paris for 2 years. From 1998 until 2002 he was a designer at Bottega Veneta and the Gucci Group. In February 2004 he presented his first collection at London Fashion Week at the Chelsea Pensioner's Club at the Chelsea Royal Hospital. In November 2004 he was awarded 'Best New Designer' at the British Fashion Awards, followed by the Elle 'Best New Designer' award in February 2005. In November 2006 Deacon was awarded 'British Designer of the Year' at the British Fashion Awards. Aside from fashion design, Giles is an established illustrator. His work has appeared in Interview, The Face, Pop, I-D, Dutch and Arena Homme Plus, and has formed part of the print design within his ready-to-wear collections.

Bella Freud

London-born Bella Freud studied fashion in Rome. After training with Vivienne Westwood where she worked for three years, she launched her eponymous womenswear label in 1990. Her AW 1991 collection won her 'Most Innovative

Designer' at London Fashion Week. In 1999 Freud collaborated with John Malkovich on the first of three short fashion films called *Strap-hanging*, followed by *Lady Behave* in 2000 and *Hideous Man* in 2002. She continues to make films, recently with film director Martina Amati on *Submission* and a non-fashion film produced by Laura Bailey in 2012. In 2001 Freud collaborated with Anita Pallenberg on a limited edition magazine 'Memo' which was inspired by the 1968 British crime drama *Performance*. Including a limited edition CD, the project represented a meeting of fashion, music and free thought. Freud has acted as fashion consultant and designer for major British brands including Jaeger, Biba and most recently Barbour. She regularly contributes to fashion magazines including Harpers Bazaar, Vogue and PonyStep. Freud's success is a testament to her talent for creating timeless pieces with a characteristically playful appeal. Her charming and idiosyncratic attitude to life is mirrored in her designs, and she has a cult following both in Britain and abroad.

Marios Schwab

Greek-Austrian Marios Schwab first launched his label in London in 2005. He studied first in Berlin, graduating from Esmod with distinction and the 'Best Student Award', and then moved to the British capital where he completed an MA in womenswear at Central Saint Martins in 2003. After showing for two seasons as part of the Fashion East initiative, Schwab debuted on schedule at the London collections for the spring/summer 2007, scooping the prize for 'Best New Designer' at the British Fashion Awards in 2006 and the Swiss Textiles Award in 2007. In May 2009 Schwab was appointed Creative Director of the American label Halston. Marios Schwab continues to show at London Fashion Week where he is known for an unashamedly theoretical approach – narratives have so far been informed by everything from tattoo artwork and mystical symbols in SS11 to Navaho Indian heritage in SS13. While conceptually driven, Schwab's aesthetic is also steeped in a respect for traditional craftsmanship combined with innovative technological advancements in fabric and construction. The brand has become a favourite of leading A-List talents having been worn most recently by Jessica Chastain, Marion Cotillard, Diane Kruger, Blake Lively and Kristen Stewart.

Nadja Swarovski

Nadja Swarovski is a member of the Swarovski Executive Board. Since joining the family business in 1995, she has built on the heritage of Swarovski by implementing a series of visionary design initiatives which have transformed the company's image, turning crystal into a much desired component in the creative industries, used at the forefront of designer trends across fashion, jewellery and design. Nadja Swarovski is committed to supporting and celebrating design and the arts by collaborating with both established and emerging international designers and costume designers – including, Colleen Atwood, Alexandra Byrne, Hussein Chalayan, Zaha Hadid, Mary Katrantzou, Shaun Leane, Alexander McQueen, John Pawson, Arianne Phillips, Sandy Powell, Proenza Schouler and Jason Wu - challenging them to push the boundaries of crystal use across fashion, jewellery, entertainment, art, architecture and design.

Harper's Bazaar

Harper's Bazaar, the prestigious UK luxury fashion magazine, is the official media partner. Harper's Bazaar, edited by Editor-in-chief Justine Picardie, is renowned for bringing the worlds of fashion and the arts together through exciting collaborations - both on and off the page - with designers and artists, film directors and other creatives.

Tickets £150 or £125 before 16 January 2013

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