

EXHIBITION SHOWCASING FLORAL MOTIFS IN FASHION TO PREMIERE AT THE INDIANAPOLIS MUSEUM OF ART IN APRIL 2009

Show features works by designers Norman Norell, Bill Blass, Givenchy, Galanos, Trigère and Callot Soeurs

INDIANAPOLIS, IN, (February 11, 2009) — This spring, the gardens and grounds aren't the only thing in bloom at the Indianapolis Museum of Art. On April 4, 2009, the Museum will open *Fashion in Bloom* in the Paul Fashion Arts Gallery. The exhibition will run through January 31, 2010.

Featuring 24 garments from the IMA's permanent collection, *Fashion in Bloom* traces the use of floral motifs in European and American fashions from the 18th to the 20th centuries, as well as the various methods used to execute floral patterns on garments, including printing, embroidery, beading and brocading. Among the designers whose work will be exhibited are Norman Norell, Bill Blass, Givenchy, Galanos, Trigère and Callot Soeurs. The exhibition is free to the public and is open during Museum hours.

While flowers are the exhibition's theme, women's clothing styles are its emphasis. *Fashion in Bloom* offers an in-depth look at the major styles of Western fashion by providing a framework of significant shifts in silhouettes of feminine attire from the late 1700s to 1970s.

"As clothing styles have changed, flowers remain a source of inspiration to apparel designers," said Niloo Paydar, curator of textile & fashion arts at the IMA. "The floral motif is ancient yet timeless, and has been used in many cultures. The garments in this exhibition, all from the IMA collection, demonstrate the many applications of this popular motif in European and American fashion throughout the past two centuries."

The exhibition explores the many ways women's bodies have been manipulated, disguised or exploited by fashion designers, from the age of corsets and layers of crinolines to the era of short hemlines and curve-hugging fabrics. It includes examples of fashions ranging from elaborate ball gowns to simple day dresses. To help visitors understand the challenges inherent in women's wear of the past, scaled-down versions of the dress styles are displayed in The Dorothy and Lee Alig Textile Learning Center, allowing hands-on inspection.

By comparison, the show includes one example of men's wear—a French suit from 1775. While more elaborate in cut and decoration than its contemporary counterparts, it remains the basic men's ensemble of a jacket, vest and pants, demonstrating how little men's fashion has changed in the time period covered by the exhibition.

Group Tours of *Fashion in Bloom* and IMA Gardens

Guided tours of *Fashion in Bloom* and the IMA gardens are available for groups of 10 or more (\$3 per person). After viewing the exhibition, groups may also take a guided tour of the historic landscape of the Oldfields estate on the IMA grounds (\$3 per person). The

26-acre estate's landscape was designed in the 1920s by Percival Gallagher of the famous Olmsted Brothers firm. Features of Oldfields include: the colorful, seasonal displays of the Formal Garden; the flowering shrubs, wildflowers and streams of the Ravine Garden; a tree-lined Allée leading up to Lilly House; and unusual combinations of bulbs, perennials, annuals, shrubs and trees in the Border Gardens. Group tours may be scheduled by contacting the IMA Tourism Coordinator at least three weeks in advance at 317-920-2679 or e-mailing grouptours@imamuseum.org.

Indianapolis Museum of Art

The Indianapolis Museum of Art offers visitors an inclusive view of creativity through its collection of more than 54,000 works of art that span 5,000 years of history from across the world's continents. Encompassing 152 acres of gardens and grounds, the IMA is among the 10 largest encyclopedic art museums in the United States, and it features significant collections of African, American, Asian, European and contemporary art, as well as a newly established collection of design arts. The collections include paintings, sculpture, furniture and design objects, prints, drawings and photographs, as well as textiles and costumes.

Through its new articulation of the interconnectedness of art, design and nature, the IMA welcomes its visitors to experiences at the Museum, in 100 Acres: The Virginia B. Fairbanks Art & Nature Park, which will be the largest contemporary art park in the United States when it opens in 2010, and at Oldfields–Lilly House & Gardens, an historic Country Place Era estate on the IMA's grounds.

The IMA completed a \$74 million expansion project in May 2005. The construction added 164,000 square feet to the Museum and includes renovation of 90,000 square feet of existing space. In order to present major exhibitions of its own and to accommodate major traveling exhibitions, the expanded Museum was outfitted with new 10,000-plus-square-foot Clowes Special Exhibition Gallery on the Museum's first level. In November 2008, the IMA opened the renovated 600-seat Tobias Theater. Nicknamed "The Toby," the theater is a venue for talks, performances and films.

Located at 4000 Michigan Road, the IMA and Lilly House are open Tuesday through Saturday, 11 a.m. to 5 p.m.; Thursday and Friday, 11 a.m. to 9 p.m.; and Sunday, noon to 5 p.m. The IMA is closed Mondays and Thanksgiving, Christmas and New Year's days. For more information, call 317-923-1331 or visit www.imamuseum.org.

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