

PRESS RELEASE
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British Council Announces Singapore's First Ever Exhibition Of Fashion Film

An official fringe event of Digital Fashion Week Singapore 2013 - British Exchange

Singapore, 2nd September 2013 - The British Council is delighted to announce *Dressing the Screen: The Rise of Fashion Film*, an exhibition in Singapore of over 20 films that will bring together work by some of the world's most famous and innovative fashion designers and film-makers from the last 75 years.

Curated by British fashion filmmaker Kathryn Ferguson, the exhibition will explore the origins, history and pioneering role UK filmmakers and designers have played in the development of fashion film. An official fringe event of Digital Fashion Week (DFW) Singapore 2013 - British Exchange, **Dressing the Screen** is presented by British Council, supported by ICAS, LASALLE and other partners. It will open to the public from 28 September 2013 to 16 October 2013.

Featured designers and filmmakers will include **SHOWstudio's Nick Knight** and **Ruth Hogben, Quentin Jones, Vivienne Westwood** and **Henry Holland**. Pivotal moments in fashion, film and technology - from pre-internet early experiments such as the early films of **Ossie Clark, Zandra Rhodes** and **Mary Quant**; to visionary technological advancements by filmmakers such as **Solve Sundsbø** and **Bart Hess** will be displayed. Including rare and unseen archive material, the exhibition also explores the ground breaking work of female filmmakers and how they respond to shooting the female form with work by **Marie Schuller, Sarah Piantadosi, Amanda Boyle** for **Mulberry** and **Elisha Smith-Leverock**.

"I'm very pleased that we are able to add this exciting dimension to #DigitalFashionWeek Singapore 2013 - British Exchange to help reach audiences in innovative ways: whether people come to this because of their interest in fashion or their interest in film we're confident that what they take away will be the richness of the mix of the art forms and perhaps different ways of looking at both." - **Roland Davies, Country Director, British Council Singapore**.

"Dressing the Screen is an exhibition that highlights the UK's strengths in creativity and innovation. The exhibition corresponds to DFW's aims to provide unprecedented access to fashion by showcasing a form of contemporary fashion expression that surpasses boundaries. By positioning Dressing the Screen as the fringe event of DFW 2013 we thereby endeavour to reach and inspire new audiences in support of cultural exchange." - **Sarah Meisch, PhD, Director of Arts, British Council Singapore**.

Kathryn Ferguson, Exhibition Curator, said: "Fashion film has become one of the main tools for showcasing new work and giving immediate access to fashion in an exciting and dramatic way. #DigitalFashionWeek Singapore is a truly pioneering event that demonstrates the hunger for innovation in the fashion industry in Singapore so it feels like an appropriate place to exhibit this work."

Now in its second year, DFW is the world's first shoppable live streaming fashion week and viewers from all around the world can pre-order the runway pieces in real time. A joint partnership between DFW Creative, YouTube, Google+ and Twitter to bring the latest fashion to consumers in real time, this year, the focus is on celebrating Singapore's connection with the British fashion industry.

Commissioned by the British Council, the first **Dressing the Screen** opened in October 2012 in Beijing as part of the UK Now Festival. After Digital Fashion Week Singapore, subsequent versions of the exhibition will continue to tour internationally.

British Council Presents Dressing The Screen : The Rise Of The Fashion Film

Exhibition runs from 28th September - 16 October 2013

Venue: ICA Gallery 1, Institute of Contemporary Arts Singapore, LASALLE College of the Arts, 1 McNally Street, Singapore

Opening Hours: 10am – 6pm, Tuesday to Sunday (except 1.30pm – 2.30pm), Closed on Mondays and public holidays.

Admission Is Free

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ABOUT THE BRITISH COUNCIL

The British Council is the UK's international organisation for educational opportunities and cultural relations. We create international opportunities for the people of the UK and other countries and build trust between them worldwide. We work in more than 100 countries and our 7000 staff – including 2000 teachers – work with thousands of professionals and policy makers and millions of young people every year by teaching English, sharing the Arts and delivering education and society programmes.

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ABOUT KATHRYN FERGUSON

Belfast born Kathryn Ferguson is a fashion filmmaker and curator, working with both the British Council and The British Fashion Council specialising in the emerging genre of fashion film. She has directed short films for fashion designers and musicians including Richard Nicoll, Charlie Le Mindu, Katie Eary, Lady Gaga and Domino Records. These films have been featured on MTV, SHOWstudio, Dazed Digital, Bubblebyte, the BBC and in Vogue. Her experimental film work has been selected for film festivals, screenings and group shows around the world including OneDotZero, the 59th Berlinale, the V&A, the Pompidou Centre, ASVOFF Barcelona, BYOB and Birds Eye View Film Festival at the BFI.

ABOUT DIGITAL FASHION WEEK SINGAPORE

#DigitalFashionWeek is the world's first shoppable live streaming fashion week. A joint partnership between DFW Creative, YouTube, Google+ and Twitter to bring the latest fashion to consumers in real time. Online viewers worldwide are able to watch live fashion week action such as backstage, pre/post show interviews and runway shows, and interact with DFW throughout all major social networking platforms instantly. Viewers are also able to make instant purchase off the live runway, with a delivery period of 4 to 8 weeks. Aligned with the four major fashion weeks' calendar, DFW will present two seasons annually (Spring/Summer and Fall/Winter) in different cities, raising the profile of each city's home-grown designers via its digital platform. Digital Fashion Week, Fashion Without Boundaries.

Digital Fashion Week Singapore debuted on 20th to 22nd October 2012, with supermodel Andrej Pejic, legendary fashion icon Patricia Field, America's Next Top Model cycle 18 winner Sophie Sumner and China's top fashion designer Guo Pei alongside 6 top Singapore fashion designer labels as part of the event. Digital Fashion Week Bangkok and Digital Fashion Week Shanghai will be launching in 2014.

ABOUT INSTITUTE OF CONTEMPORARY ARTS SINGAPORE

The Institute of Contemporary Arts Singapore (ICAS) is the curatorial division of LASALLE College of the Arts. It runs seven galleries, comprising some 1,500 square meters of gallery spaces dedicated to exploring new and experimental art across the Fine Arts, Design, Media Practices and Performing Arts. Its programme focuses on showcasing international, Asian, Southeast Asian and local contemporary arts. Its public programme includes regular publications, seminars and symposiums, visiting artists talks and events of contemporary performance, installation, design and music/sound practices. The ICAS is committed to providing a cultural and educational tool for students and the Singaporean audience to advance their knowledge and appreciation of the contemporary local, regional and international arts, that is not otherwise available in Singapore today.

ABOUT LASALLE

LASALLE College of the Arts provides tertiary arts education within a dynamic environment that reflects the collaborative and interactive practices inherent in contemporary art. Founded in 1984 by De La Salle education, Brother Joseph McNally, LASALLE today offers a full range of diplomas and degrees in design, fine arts, film, media arts, fashion, dance, music, theatre, art therapy and arts management in the region. LASALLE was the first Asian College to be invited to take part in the London's Graduate Fashion Week in 2010.

APPENDIX A

SUPPORTED BY

	<p>PR PARTNER: DFW CREATIVE</p> <p>DFW Creative is the leading full service creative agency for the world's best brands in fashion, beauty, travel and lifestyle. Responsible for some of the most innovative digital and traditional marketing and public relations initiatives, the agency has set standards with its highly strategic and creative approach for established and new brands.</p> <p>The DFW Creative team is also behind Digital Fashion Week Singapore - the country's largest and only independent fashion event that promotes crème de la crème of Singapore's fashion. Led by three directors who have more than 20 years of experience working with fashion, beauty, travel and lifestyle brands, we have portfolios of the world's most successful brands alongside niche brands across all consumer sectors.</p>
 <p>SYSTEM SOVEREIGN</p>	<p>EXHIBITION BRANDING & DESIGN PARTNER: SYSTEM SOVEREIGN</p> <p>Founded in 2012, System Sovereign is the multidisciplinary creative studio of Kiat and Cherry Chan. Based in Singapore, the husband and wife team spend most of their time working on projects of love, both for clients and themselves, encompassing fashion, music, lifestyle, art and design. The studio draws on their branding & advertising experience working on brands like Chupa Chups (Global), Levi's Asia Pacific (Regional), Nike (Regional), Tiger Beer, Audi, Glaceau Vitamin Water amongst many others. In her four-year strategic planning stint in renowned British advertising agency Bartle Bogle Hegarty, Cherry won three advertising effectiveness awards, while Kiat has won over 16 international advertising awards for his creative work spanning more than a decade of art direction experience. Complementing their advertising experience, both Kiat and Cherry have been driving forces in the Singapore underground, creating communities in experimental art and music. The System Sovereign forte is the ability to create and execute trend-setting ideas, while maintaining brand integrity.</p>
<p>FUUR</p>	<p>EXHIBITION BRANDING & DESIGN PARTNER: FUUR ASSOCIATES</p> <p>We've noticed that increasingly, brands are looking for an integrated solution to their design needs. We put it down to intensified competition and today's rapid modes of communication. Creative businesses are trying to stay ahead of the game, and realising that they need to project a holistic message - one in which spatial design effectively ties in with other forms of design and communication to present a succinct brand narrative. It's a strategy that FUUR has gravitated toward in recent years. Our architectural design practice stems from a broad conceptualisation of architecture - one that encompasses fashion, music, product design, graphic design, and subcultures of various genres. FUUR simply means 'future urbanism'. We are inspired by the projection of form and space into the city - and into its cultures.</p>



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FIJI Water has expanded globally to more than 50 countries. Part of the Roll Global LLC family of companies, FIJI Water supports environmental efforts around the world and in our own backyard through our membership in 1% for the Planet.

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