

Zuiderzee Museum seeks vintage clothes for exhibition

In the context of the *Gone with the Wind* exhibition (22 March-22 November 2009), the Zuiderzee Museum in Enkhuizen is looking for vintage clothing by Oilily. Stylist Caroline Fuchs was inspired by the traditional costume worn on the former island of Marken on the Queen's Birthday, and reconstructs a nursery in which both traditional costume and children's wear by the renowned Dutch brand are on show.

Vintage clothes are designer clothes typical of a certain spirit of the times. In fact, it is all about old clothing brought back to life. In the 1960s, the Oilily Company took Dutch folklore and ornate traditional costume as its starting point and created bright and cheerful children's wear. Fuchs is looking for around twenty items of Oilily clothes from that time.

Nursery

Fuchs dyes the items of clothing black. The stratification in prints remains visible but the image becomes abstract, stylish and neutral. In doing so, the stylist creates a contrast with the traditional children's costumes in the Zuiderzee Museum. The whole installation is presented in a fairground ambience in which Queen's Birthday festivities also find expression.

Appeal

Do you have an item of clothing by Oilily, size 56 to 158, in the cupboard, and would you like to make it available to the Zuiderzee Museum? If so, please contact Leonie Sterenborg via telephone number +31 (0)228-351 155, or e-mail: leonie.sterenborg@zuiderzeemuseum.nl. Please do so before 24 February. Please note: the clothing will be dyed black and therefore cannot be returned in its original state.

Caroline Fuchs

Caroline Fuchs (Leiden, 1964) studied sculpture at the Academie voor Kunst en Vormgeving St. Joost (Academy for Art and Design) in Breda. Since 1994 she has worked as a stylist for various magazines, such as Vogue, Volkskrant and i-D. In addition, she produced advertising campaigns and commercials for Nike, Dutch Rail and the Prince Bernhard Culture Fund, among others. Her work is characterized by the interaction between ugliness and beauty and good and poor taste. She attempts to generate a contrast by presenting different angles of approach, so that a new reality can arise.

Gone with the Wind

In the *Gone with the Wind* exhibition, more than forty Dutch designers give their vision of Dutch traditional costume. The participants have produced new work especially for the exhibition. In addition, typical Dutch themes are elaborated at no fewer than twenty locations in the Museum and Museum Park, such as the folding and colourful use of flowers in traditional costume. The guest

curators of the exhibition are the famous fashion designers Alexander van Slobbe and Francisco van Benthum.

Note for the editor, not for publication:

If you would like to receive high-resolution pictures, or would like more information on the exhibition, please contact Rosa van den Bosch of the Communications Department, , telephone +31 (0)228-351125 , e-mail: communicatie@zuiderzeemuseum.nl