

Zuiderzee Museum changes into catwalk

DUTCH AND TURKISH TRADITION OF CRAFTS CENTRAL IN FASHION SHOW

On 10 July the Zuiderzee Museum in Enkhuizen will be the setting of the fashion show *For a lifetime*. Models will be showing the designs of fifty second-year students of the AMFI-Amsterdam Fashion Institute in the Museum and the Museum Park. They have drawn their inspiration from Turkish and Dutch craft techniques.

For the fashion show *For a lifetime* the designers under training have studied Dutch and Turkish traditions of crafts from the standpoint of quality and durability. The techniques and materials used are the points of departure for their fashion and textiles collections. At the same time this initiative links up perfectly with the Museum's theme of this year *From Craft to Abstraction* and with the fashion exhibition *Gone with the Wind*.

Exposition

Directly after AMFI will present a selection of these works, supplemented with examples of materials and fashion illustrations. Visitors can admire these contemporary designs in Paesens, an authentic Zuiderzee building in the Museum Park from 10 July to 23 August.

Durability

The title of the fashion event refers to the assignment to make a garment that one can cherish 'for a lifetime'. The fashion and textiles collections of the second-year students constitute a durable answer to the way the clothing industry is largely organized at present. The designs harmonize well with a project of the Clean Clothes Campaign called 'Fair Fashion: towards a fair clothing industry', of which the AMFI-Amsterdam Fashion Institute takes is a participant.

About the AMFI-Amsterdam Fashion Institute

The AMFI Amsterdam Fashion Institute trains young people whose ambition is to hold a prominent position in the national and international fashion industry. The Institute is part of the Amsterdam College of Higher Education, with approximately 1,300 students (www.amfi.hva.nl).

About the Zuiderzee Museum

The Zuiderzee Museum presents Dutch art, fashion, design and heritage at the interface of land and water. Inside and outside the Museum buildings and throughout the year, expositions and events are organized that demonstrate interrelationships between the collection and modern developments in the world of art and culture. Both contemporary and traditional designs are approached from different sides in surprising ways. For further information visit www.zuiderzeemuseum.nl.

Note for the editor (not for publication):

For further information please contact Rosa van den Bosch at (+31) (0) 228 351125 of the Communication Department (communicatie@zuidzeemuseum.nl)