

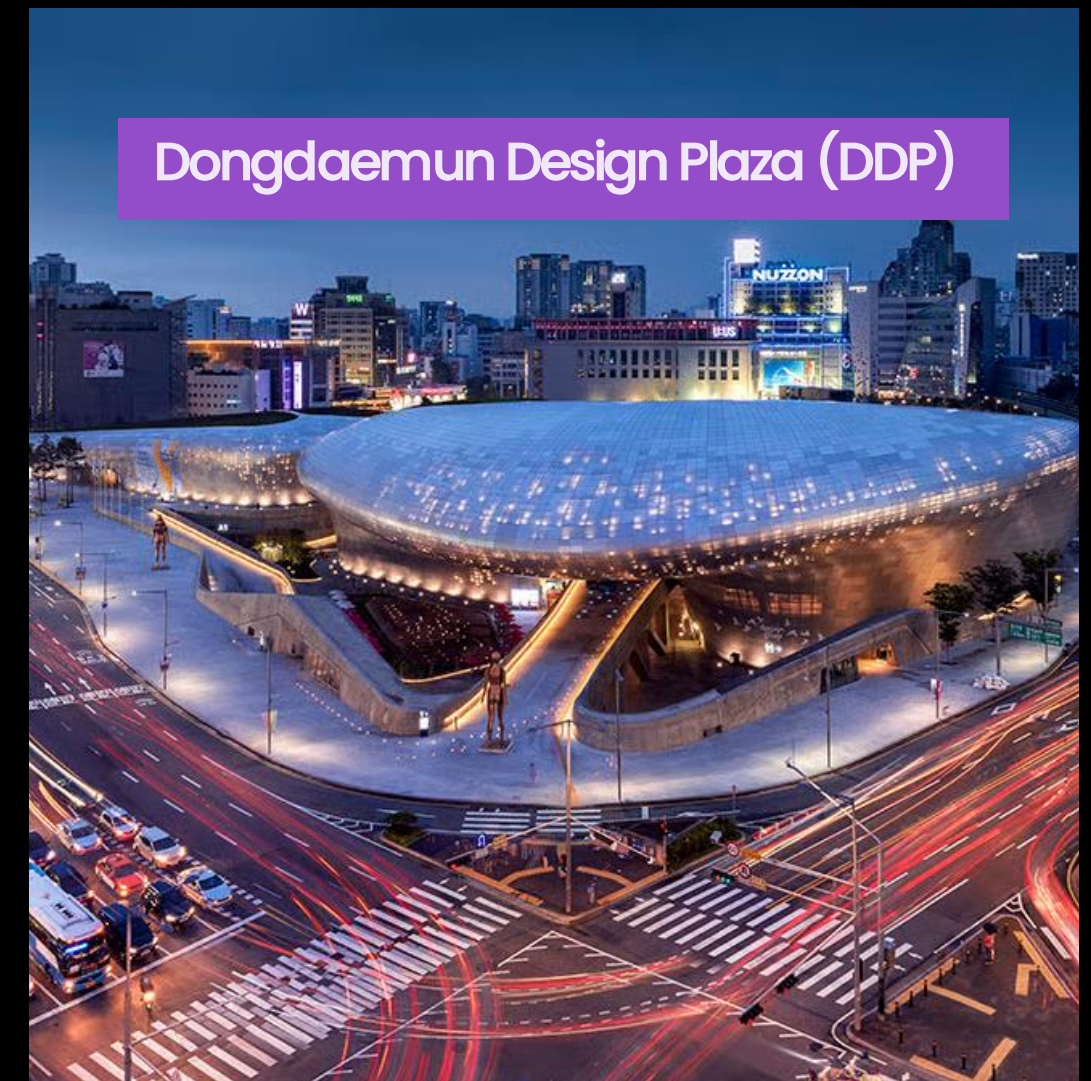
# When Fashion Becomes Art

Exhibition Planning & Design Final Project

Genevieve Won

# Type & Site

Type: Traveling Exhibition  
Location: New York (I live here)  
and Seoul (I am from here)



# Brief

- **Topic & Big Idea:** Exploration of the relationship between fashion and art, Blurring boundaries between body, object, and experience
- **Why important?:** Challenges traditional distinctions between fashion and fine art
- **Primary Audience:** Students and scholars in art, fashion, and design, Artists, designers, and creative professionals
- **Secondary Audience:** General museum visitors

# Signature Objects

1. Body Meets Dress, Dress Meets Body (1997) by Rei Kawakubo
2. 3d print dress (2019) by Iris van Herpen
3. Coffee table dress (2000) by Hussein Chalayan
4. Transformative dress for Zendaya (2019) by Tommy Hilfiger



# Goals

## Content

- Garment as artistic expression
- Sculptural, deconstructive, conceptual, performative approaches
- Blurring boundaries between fashion and art
  - Fashion as object and critical medium

## Design

- From object to experience
- Integration of garment, photography, and video
- Unframed, clustered photographic installations
- Layered and immersive spatial environments

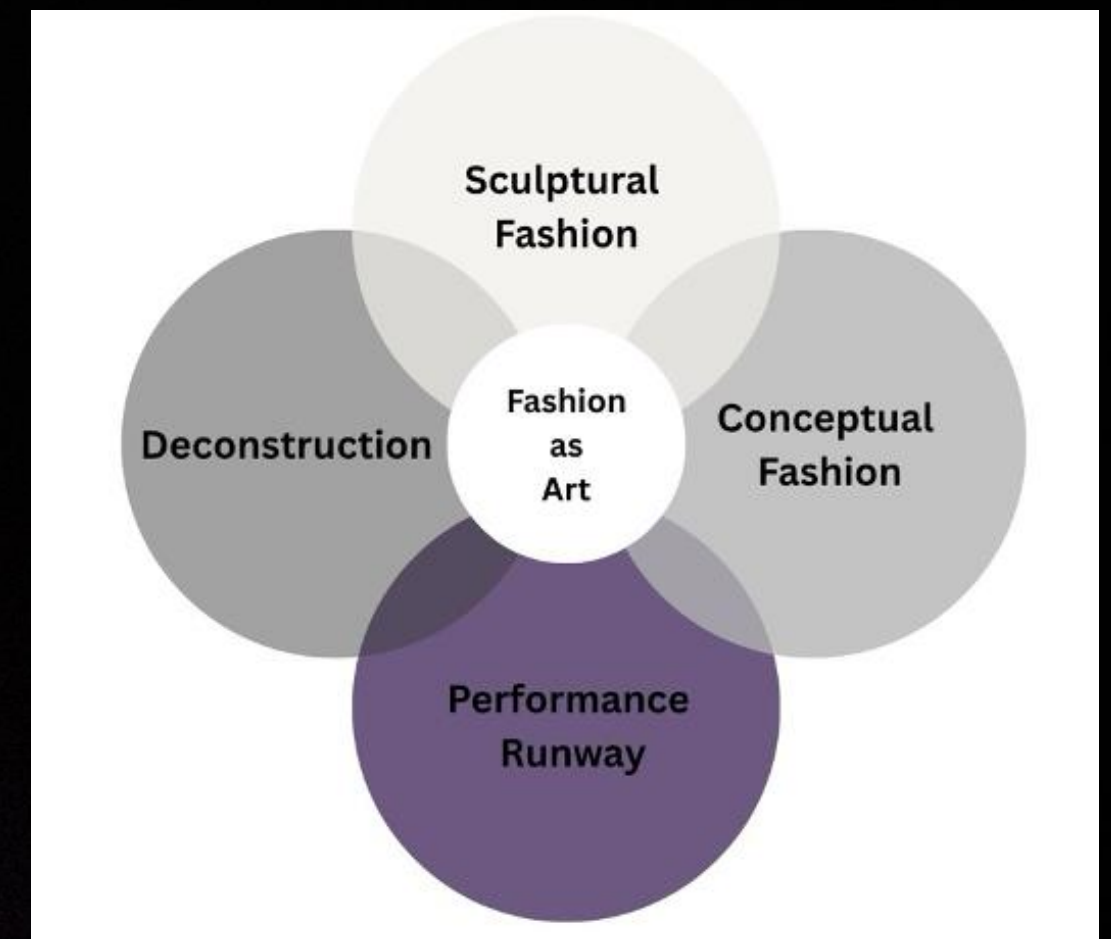
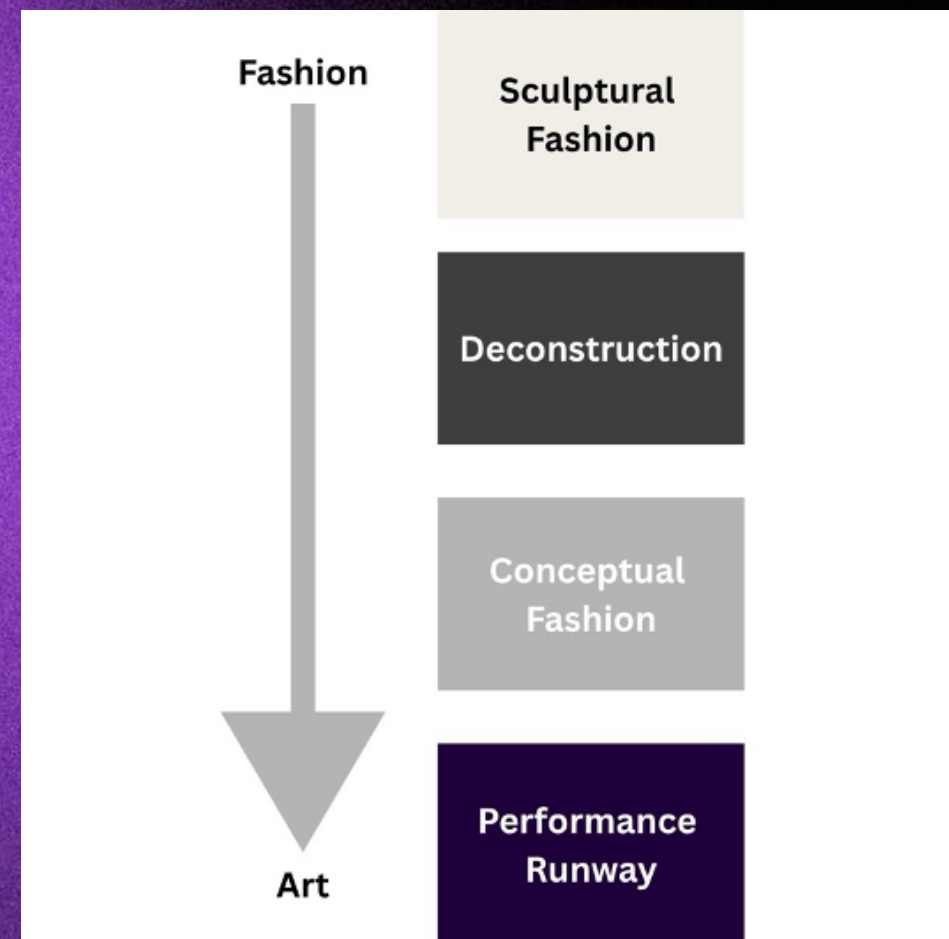
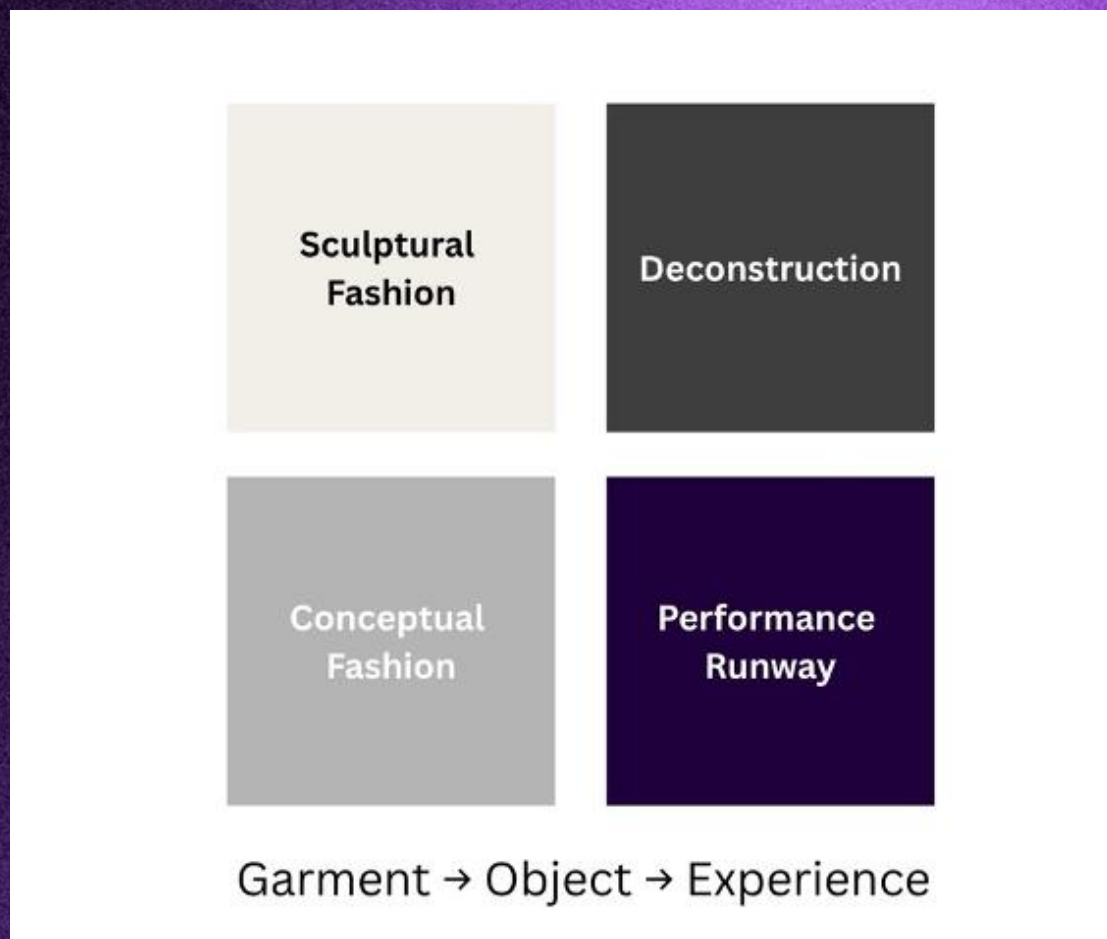
## Experience

- From physical object to abstract experience
- Increasing levels of immersion
- Multisensory engagement (visual, spatial, auditory)
- Fashion as something experienced and interpreted

# Keywords

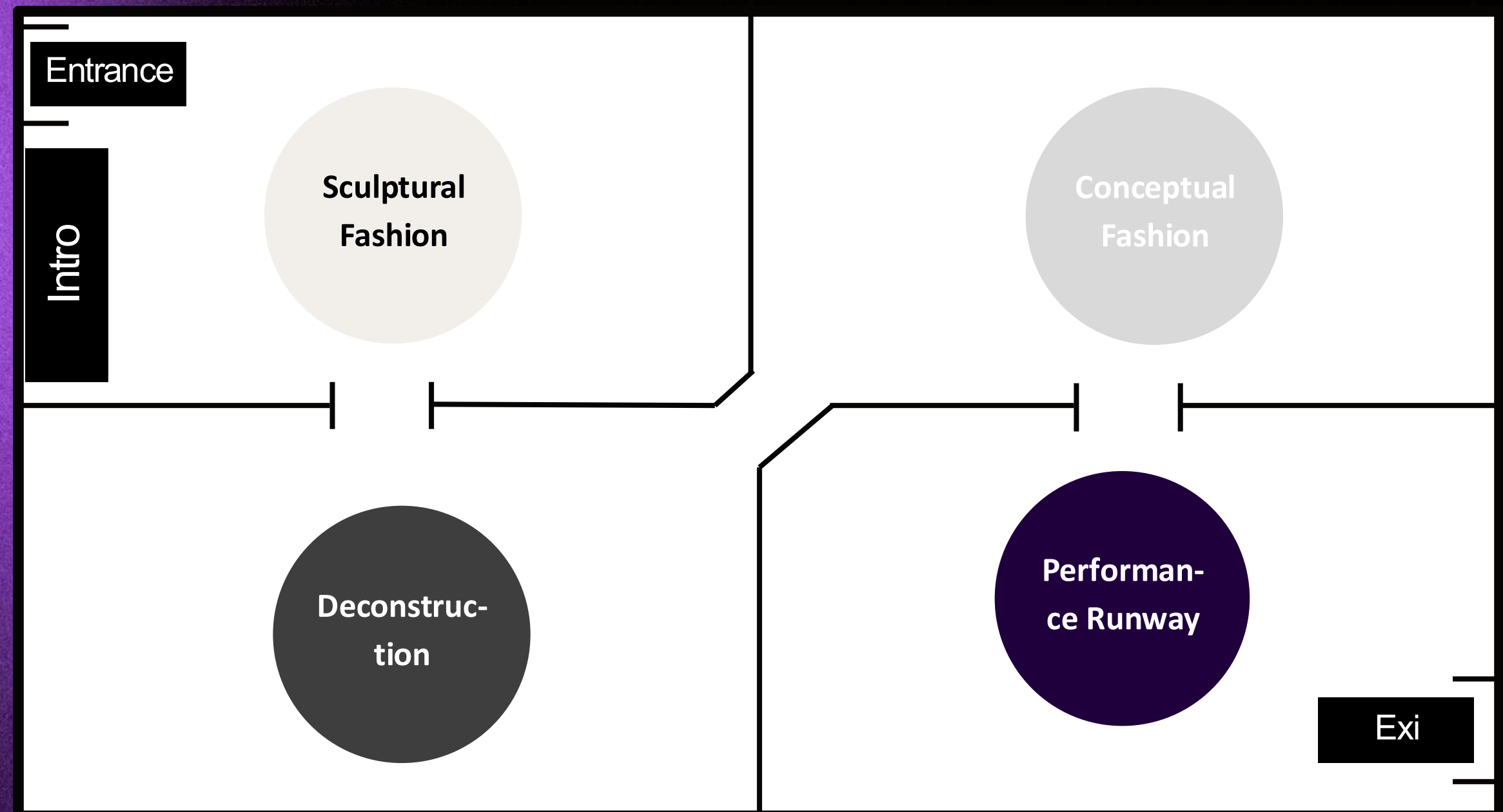
- 1.Sculptural Fashion: form over function, body distortion, volume, sculpture (still looks like clothes)
- 2.Deconstruction: inside-out, unfinished, fragmentation
- 3.Conceptual Fashion: technology, transformation (change in form)
- 4.Performance Runway: movement, narrative, audience experience

# Concept Diagram

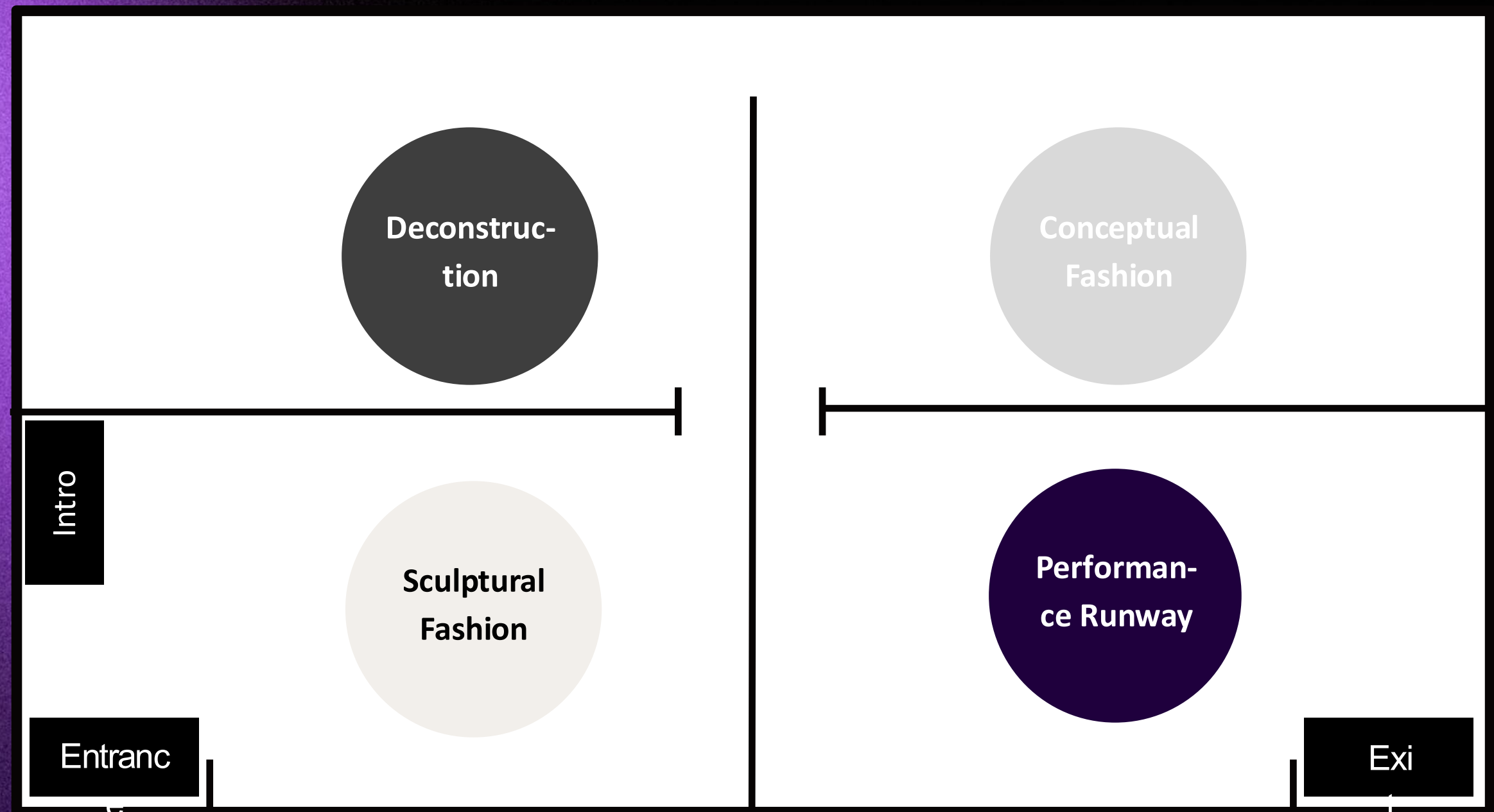


# Bubble Diagram 1

4,800 square feet  
100ft x 48ft

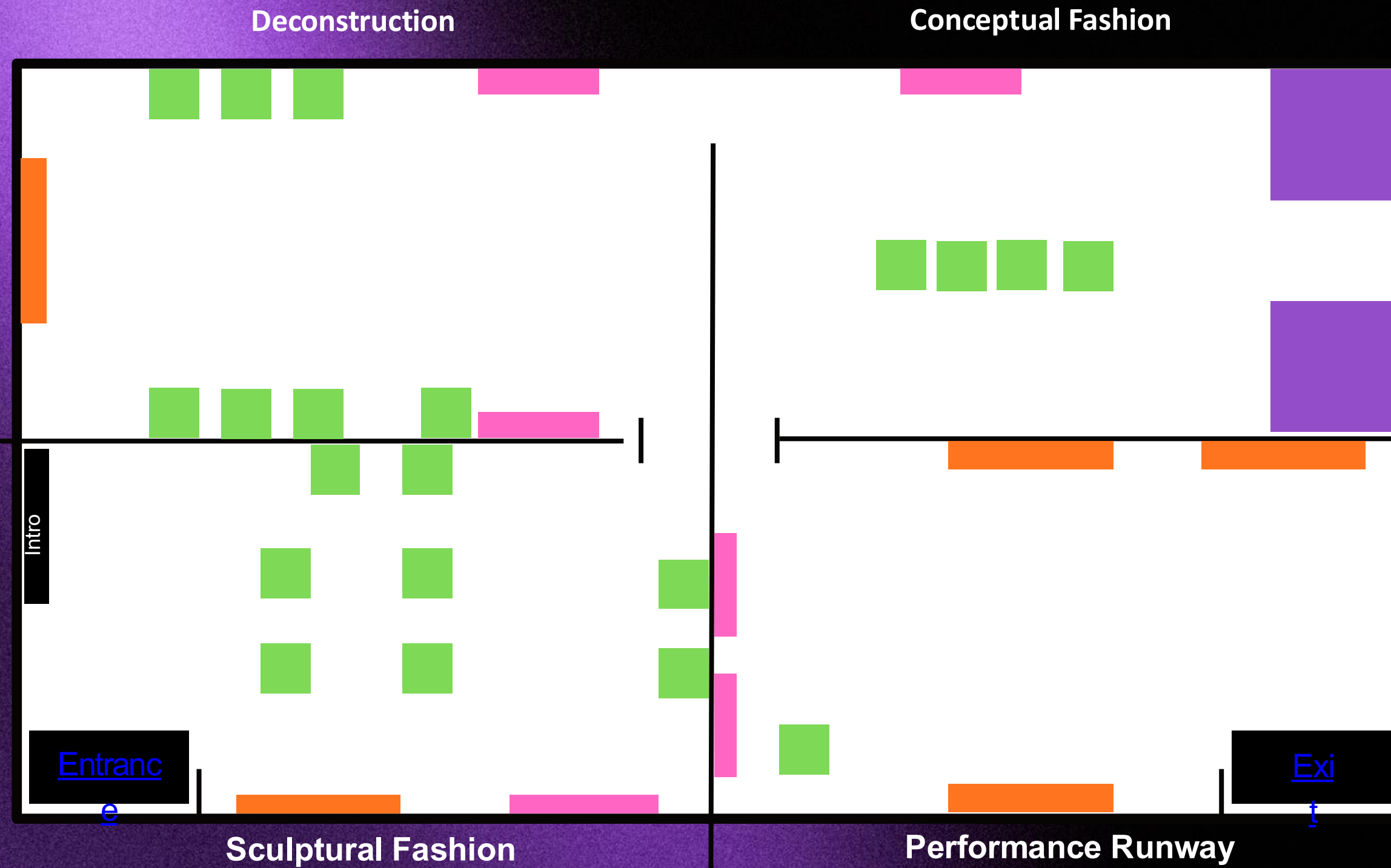


# Bubble Diagram 2

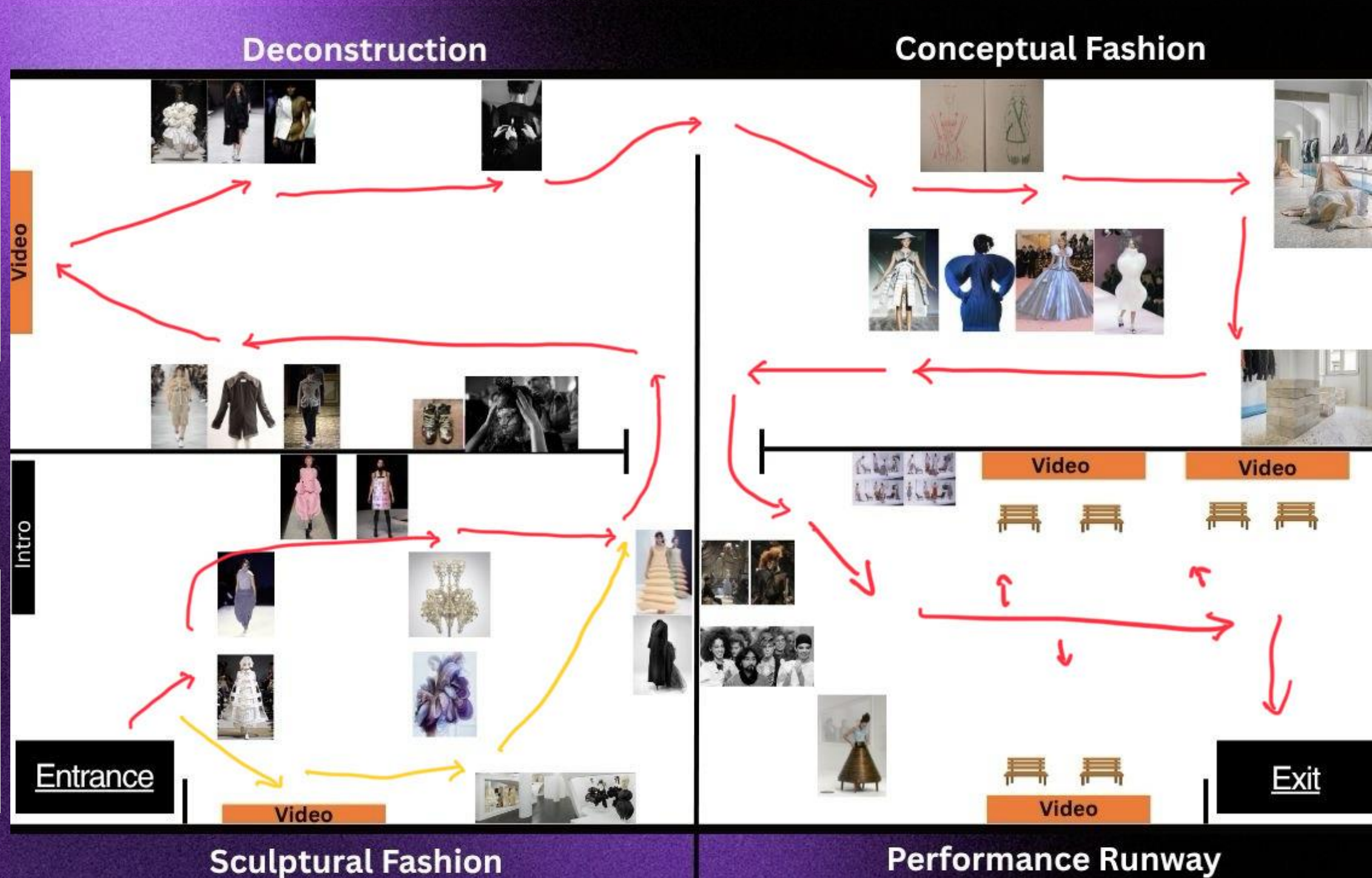


# Floorplan

**Video**  
**Photo**  
**Garments**  
**Installation**



# Schematic Plan



# Graphics & Script

Typefaces:

Didot for title

Helvetica for body

Text:

Exhibition title: 450

Text panels: 200 for title, 40 for body

Object labels: 20

## When Fashion Becomes Art

Fashion is often understood as clothing: functional, seasonal, and wearable. Yet for designers such as Rei Kawakubo, Martin Margiela, and Hussein Chalayan, fashion extends far beyond utility. This exhibition explores how garments transform into artistic expressions that challenge the boundaries between body, object, and performance.

Through four thematic sections—sculptural fashion, deconstruction, conceptual design, and performance runway—visitors encounter works that redefine what fashion can be. Silhouettes distort the human form, garments are fragmented and reassembled, and runway presentations become immersive experiences.

By presenting fashion as both object and action, *When Fashion Becomes Art* invites viewers to reconsider clothing not simply as something worn, but as something seen, experienced, and interpreted.

### Object label

Title: *Body Meets Dress, Dress Meets Body*

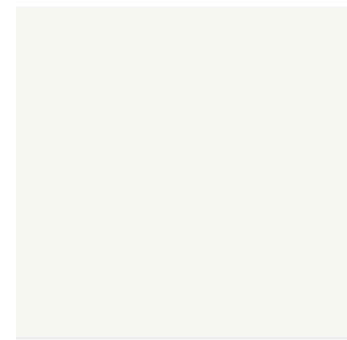
Designer: Rei Kawakubo

Date: 1997

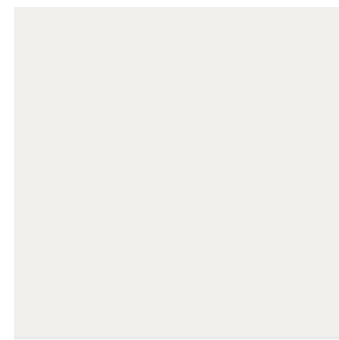
Label:

This garment challenges conventional ideas of beauty and silhouette. By distorting and reshaping the body, the design transforms clothing into sculpture, questioning the relationship between form, identity, and wearability.

# Colors



**PANTONE®**  
11-4101 TCX  
Stalactite



**PANTONE®**  
11-0602 TCX  
Snow White



**PANTONE®**  
19-3912 TCX  
Volcanic Ash



**PANTONE®**  
18-4007 TCX  
Impenetrable



**PANTONE®**  
14-4104 TCX  
Northern Droplet



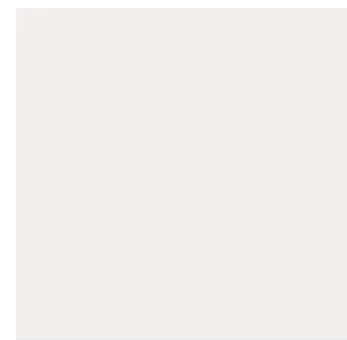
**PANTONE®**  
14-4203 TCX  
Vapor Blue



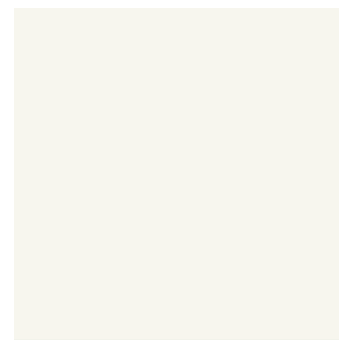
**PANTONE®**  
20-0135 TPM  
Violet Femme



**PANTONE®**  
20-0142 TPM  
Neon Navy



**PANTONE®**  
11-3900 TCX  
Wispy Clouds



**PANTONE®**  
11-0501 TSX  
Baby Powder



**PANTONE®**  
19-5303 TCX  
Clever Crows



**PANTONE®**  
19-0201 TCX  
Asphalt



**PANTONE®**  
14-4309 TCX  
Secret Spaces



**PANTONE®**  
14-4216 TCX  
Monsoon Mist



**PANTONE®**  
20-0132 TPM  
Plum Violet



**PANTONE®**  
19-3838 TCX  
Rhodonite

1. Sculptural Fashion  
gallery-like,  
sculpture images

2. Deconstruction  
incompleteness

3. Conceptual Fashion  
chic, sharpness,  
and technological

4. Performance Runway  
theatrical, performative,  
dramatic

# Materials



Sheer fabric to create a sense of layering and transparency



Black drapery gives a runway-like atmosphere



Silver conveys a futuristic aesthetic  
(add elegance with silk)

# Furniture



Different levels of platforms  
round/ wavy shape



Unframed, wall-hanging  
with drapery curtain/ fabrics)



Backless bench  
(Not too  
comfortable)

# Lighting



Spotlight for  
Sculptural Fashion



Spotlight with drapery back



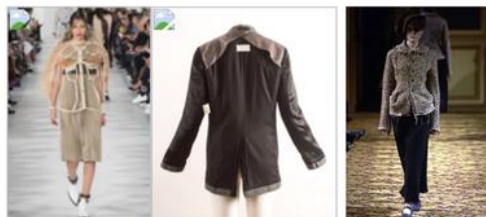
Dark and uneven  
light  
for Deconstruction



Soft and Diffused light  
for Conceptual  
Fashion

# Audiovisual

## Deconstruction



Video

## Conceptual Fashion



Thank  
You!