

A BREATH OF FRESH AIR

ART DECO'S FASHIONABLE LEGACY

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While Art Deco design is obvious in the architecture of Hawke's Bay, the stylish legacy of this period extends far beyond the region's buildings. An enthusiasm for the fashions of the 1920s and 30s remains, and is recorded in different ways through the collection of the Hawke's Bay Cultural Trust/Ruawhāro Ta-u-Rangi.

A Breath of Fresh Air - Art Deco's Fashionable Legacy profiles some of the beauty and innovation of Art Deco fashion using unique examples from the collection – some of which are on public display for the first time. It places these garments alongside pieces from the following decades, looking at moments when the innovations and influences of Art Deco fashion have reappeared in modern dress.

This exhibition sets out to complicate the way people think about Art Deco fashion. It includes garments that everyday Hawke's Bay people have worn to express their connection to the region's Art Deco heritage. Hawke's Bay Museum & Art Gallery has also been working closely with one of the rising stars of contemporary New Zealand fashion – Kirsha Whitcher of the label *Salasai* – and we are excited to feature a contemporary fashion garment designed especially for *A Breath of Fresh Air*.

Exhibition Opening

Friday 12 February 2010 at 5.30pm

Floortalk

Thursday 25 March 2010 at 6pm

Join Curator Lucy Hammonds and Kirsha Whitcher for a tour of the exhibition. Free entry

Designer Profile: Kirsha Whitcher / Salasai

Established in 2006 by designer Kirsha Whitcher, the Salasai label has fast gained a reputation as being a major player in New Zealand fashion. Now in its sixth season and gradually building a strong reputation for quality, fashion forward design, Salasai has shown consecutive collections at Air New Zealand Fashion Week for the past two years and was a key label at Sydney's Rosemount Australian Fashion Week showrooms in 2008.

Whitcher uses her understanding of design and innovative approach in fashion to create ranges that are cohesive, audacious and feminine. The Salasai AW2009 collection, "Cruel + Kind" has been featured in magazine editorials in the likes of NO magazine, Black, Pulp, Cleo, Fashion Quarterly, Next and In Style; as well as making appearances on www.vogue.com.au and in various Australian and New Zealand newspapers.

Kirsha Whitcher will be available to talk about her design for *A Breath of Fresh Air*.



For more media information

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