

# PRESS RELEASE

## Exhibition *Fast Fashion - The Dark Side Of Fashion*

As part of the textile project IKAT/eCUT, Goethe-Institut has opened the exhibition *Fast Fashion - The Dark Side of Fashion* and *Slow Fashion Lab* on Thursday, 9<sup>th</sup> March at Gudang Sarinah Ekosistem, Jakarta.



Textiles are one of Indonesia's oldest industries and play an important role in Indonesia's society: best seen in the traditional textile Batik - an officially declared Cultural Heritage by the UNESCO and worn by Indonesians until today. But with the international rise of the fast fashion industry, Indonesia also is facing severe damage to its ecological microsystem and water resources, caused by unprocessed waste colors, the use of toxic substances and high water exploration for textile productions.

From **9<sup>th</sup> March until 9<sup>th</sup> April** the exhibition **Fast Fashion - The Dark Side of Fashion**, as part of Goethe-Institut's IKAT/eCUT project will shed light on the effects caused by the fast fashion industry on a global scale. Visitors of the exhibition will be able to take a critical look at the dark side of fashion, as well as consumption itself. With a special designed scenography the visitors are guided through the exhibition in an easy understandable order: showing the consumption process from catwalk to photoshoots, from shop windows to fitting rooms. Visualized by special developed installations, info graphics, videos and product examples, the exhibition explains in seven stages the complexity of economic, social and ecological relations and at the same time brings together a unique compilation of works from experts and artists with different backgrounds.



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Curated by **Dr. Claudia Banz** of the Museum für Kunst und Gewerbe Hamburg (Museum of Arts and Crafts Hamburg), the exhibition aims to create an understanding of the global triangle of **consumerism, economy** and **ecology** from various perspectives: fashion and victims, poverty and affluence, global and local, wages and profits, clothing and chemicals, clothing and ecological balance. Formerly shown in Hamburg und Dresden, the exhibition travelled on invitation by Goethe-Institut to the Philippines, before now being presented in Indonesia for the first time and continues to be shown in Melbourne, Australia.

The integrated Slow Fashion Lab, curated by Indonesian lecturer and textile artist Aprina Murwanti, stands in contrast to the dark content of the exhibition. It showcases ecologically and environmentally friendly products from Indonesian labels, BINUS Northumbria School of Design in Jakarta and Haute Couture designer Auguste Soesastro - allowing the visitors to experience a first-hand difference in slow- and fast fashion. Aside from the textile products itself, the lab will give an insight into slow fashion processes: exhibiting materials, techniques, research initiatives and community collaborations in Indonesia. The lab hereby focuses on sustainable water usage in textile production through the use of natural dyes and fiber, future fashion, design strategies on water and energy efficiency, cultural aspects that underlie traditional textiles, waste DIY upcycling initiatives as well as the implementation of slow fashion as a way of life by designer Auguste Soesastro.

Alongside the exhibition, Goethe-Institut presents an additional series of **Fringe Events**, curated by artist and crafter Ika Vantiani. Part of these interactive events will be: the exhibition *For Keepsake, Keep Me!* about fabrics and their stories; a *Repair Fair*; the discussion *Behind the Screen* with professionals in fashion; *Is Sustainable Doable?* lecture series; *Handmade Fabric Day* - live demonstrations of slow fashion processes and *Swap with Me, Baby!* - a clothes swapping party. The social approach of these events hopes to start a conversation about fashion consumption on a collective and individual level, as well as aiming to introduce easy alternatives of sustainable fashion consumption.

*Fast Fashion - The Dark Side of Fashion* is an exhibition by the Museum of Arts and Crafts Hamburg curated by Dr. Claudia Banz and supported by Deutsche Bundesstiftung Umwelt and Karin Stilke Stiftung. In Jakarta the exhibition and fringe events are presented in collaboration with BINUS Northumbria School of Design and Dia.lo.gue Artspace.

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## IKAT/eCUT

IKAT/eCUT is a Goethe-Institut project exploring the past, present and future of textiles in Southeast Asia, Australia and New Zealand (and Germany). In different sub-projects it is looking at the cultural potency of textiles in many different fields – from the arts to design, from tradition to technology. With many different activities mainly in Thailand and the Philippines in 2016, Goethe-Institut is proud to bring IKAT/eCUT now to Indonesia.

Website: <http://goethe.de/indonesia/ikat>

Social Media: Ikat/eCut (Facebook)  
@GI\_Indonesien (Twitter)  
@goetheinstitut\_indonesien (Instagram)

Partners: Museum für Kunst und Gewerbe, Deutsche Bundesstiftung Umwelt, Karen Stilke Stiftung, BINUS Northumbria School of Design, Dia.lo.gue Artspace

Mediapartners: Jakarta Globe, Provoke!, Manual.co.id, NowJakarta, Dewi Magazine

### Fast Fashion Exhibition & Slow Fashion Lab

When: **9<sup>th</sup> March – 9<sup>th</sup> April 2017**  
(Opening) 09<sup>th</sup> March 2017, 7 p.m.  
Exhibition open daily, 10.00 – 19.00

Venue: Gudang Sarinah Ekosistem, Hall A.4  
Jalan Pancoran Timur II No. 4B

### Fringe Events

For Keepsake, Keep Me! **15<sup>th</sup> March 2017 – 26<sup>th</sup> March 2017**  
GoetheHaus

Repair Fair **18<sup>th</sup> March 2017, 15.00 – 18.00**  
Gudang Sarinah Ekosistem, Hall A.2

Behind the Screen **25<sup>th</sup> March 2017, 15.00 – 17.00**  
GoetheHaus

Is Sustainable Doable? **1<sup>st</sup> April 2017, 14.00 – 17.00**  
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Handmade Fabric Day

**2<sup>nd</sup> April 2017, 11.00 – 15.00**  
Textile Museum

Swap with me, Baby!

**8<sup>th</sup> April 2017, 15.00 – 18.00**  
Dia.Lo.Gue Artspace

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