

Another  
Austria



a

International Fashion Showcase 2014  
London Fashion Week

## Curatorial Statement

Once again, Austrian fashion design becomes part of the global fashion circuit, as it participates for the second time at the International Fashion Showcase in London. Austria's presence in London promotes the reputation and recognition of the Austrian fashion landscape, by revealing insights into the diverse spectrum of its creative scene on an international level.

Initiated by the British Council, in conjunction with the British Fashion Council, the International Fashion Showcase embraces cultural exchange and is a platform that enables the transfer of cutting edge ideas by designers from over thirty countries.

This year, I was given the chance to resume the dialogue which we began last year, between different design idioms and aesthetic approaches, in the newly conceptualised exhibition *Another Austria*, Austria's official contribution to the International Fashion Showcase. In the selection process, I was particularly keen on finding works and collections which are not only characterised by impressive design and rigorous tailoring, but also by a sense of playfulness. The search for alternative, experimental techniques and the evolution of traditional treatments have had priority. My wish is that the creation of new contexts – either in material, tailoring or presentation – and the production of innovative solutions shall enable stimulating encounters between creative minds and the public.

*Another Austria* sets out to be a space in which to display young, Austrian design within the context of an abstract exhibition concept. London-based creative teams, from the realms of photography, graphic design and architecture, are given the opportunity to explore new possibilities in the communication and presentation of design, against the backdrop of the theme 'another' Austria.

Fashion also occupies centre stage at the Austrian Cultural Forum London, our partner for the International Fashion Showcase 2014. For a whole month, the 'Design Showcase' exhibits unconventional collection pieces

by established and upcoming fashion and jewellery labels, selected through a nation-wide public competition organised especially for this occasion. The featured objects are distinguished by their unique creativity and represent the value of irreproducible rarities.

*Another Austria* proves its quality anew as an experimental, future-looking exhibition concept by highlighting exceptional ideas and new perspectives that encourage the formation of international networks and support Austria as a fertile ground for creative potential.

I am deeply grateful to all the participating artists and designers, to the Austrian Federal Ministry for Education, the Arts and Culture, departure – The Creative Agency of the City of Vienna and Advantage Austria. I would also like to thank my teams in Vienna and London, and further thanks go to the project coordinators of the British Council and the British Fashion Council.

Claudia Rosa Lukas

4–7

## FEMME MAISON

Women's wear

8–11

## Benedikt Fischer

Jewellery

12–17

## GON

Women's wear

18–21

## Matthias Winkler

Footwear

22–28

## Nicole Maria Winkler

Photography

## FEMME MAISON

‘The house, as a metaphor for the human body, forms the basic theme of our collections. We love the idea of experiencing the two elements, body and dress, as a kind of a ‘poetical architecture’. Through shapes and silhouettes we try to create a house for the woman; a story or mood in which the ‘Femme Maison Woman’ can feel authentic, elegant but also – very important to us – comfortable.’

Throughout Femme Maison’s collections, there runs a profound sensibility to the dynamic relation between body and space. Draped fabrics, pure shapes, soft and rich colours, all blend into single, sensual garments that envelop the female body like a landscape, leaving room for the imagination to move freely in between the lines. Drawing heavily on the sculptural forms found in nature and art, in particular the work of Louise Bourgeois, Femme Maison uses materials such as linen, lace, faux fur, Austrian wool, cotton, hand-knitwear and in-house designed silk-prints, to create original pieces which radiate natural elegance, shelter and warmth. Fürpass and Kermani share an intuitive and holistic approach to design which reveals a strong commitment to craftsmanship, high quality fabrics and manufacturing.

Franziska Fürpass (\*1983, South Austria) studied Fashion Design at the University of Applied Arts in Vienna, under the direction of Raf Simons and Veronique Branquinho. In 2011, a year after she graduated, Fürpass was supported by departure – The Creative Agency of the City of Vienna, to found her fashion label Femme Maison. Today the label is run by herself and Sia Kermani. Femme Maison is based in Vienna.

Sia Kermani is a mixed-media artist and former fashion photographer. Born in Teheran, Kermani was educated at the Academy of Fine Arts in Vienna where he currently lives. At Femme Maison, Kermani is in charge of the label’s creative branding, visual concept, philosophy and management.

[www.femme-maison.com](http://www.femme-maison.com)







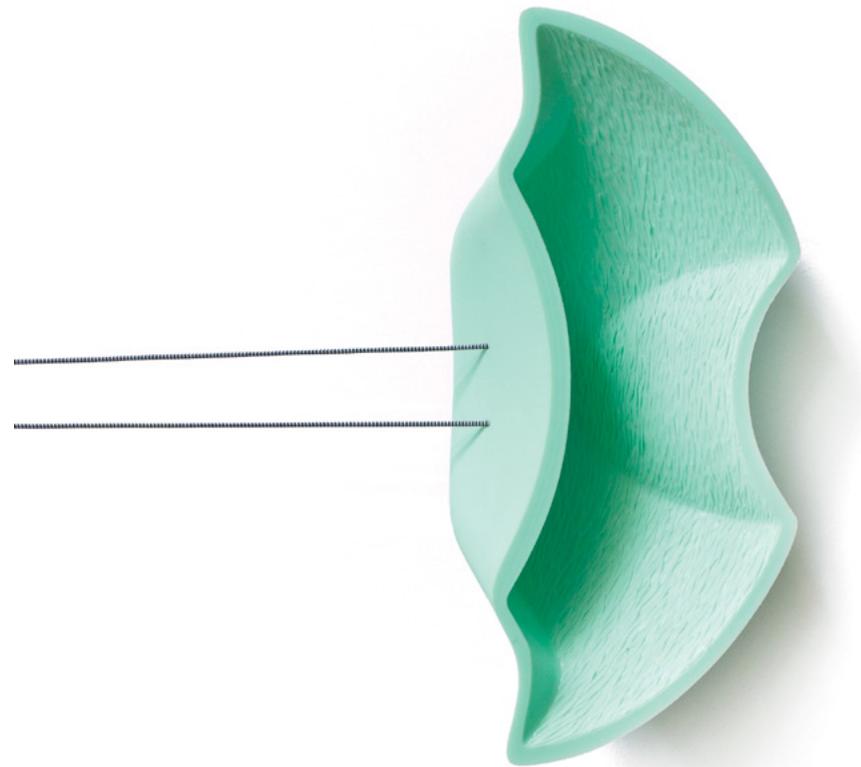
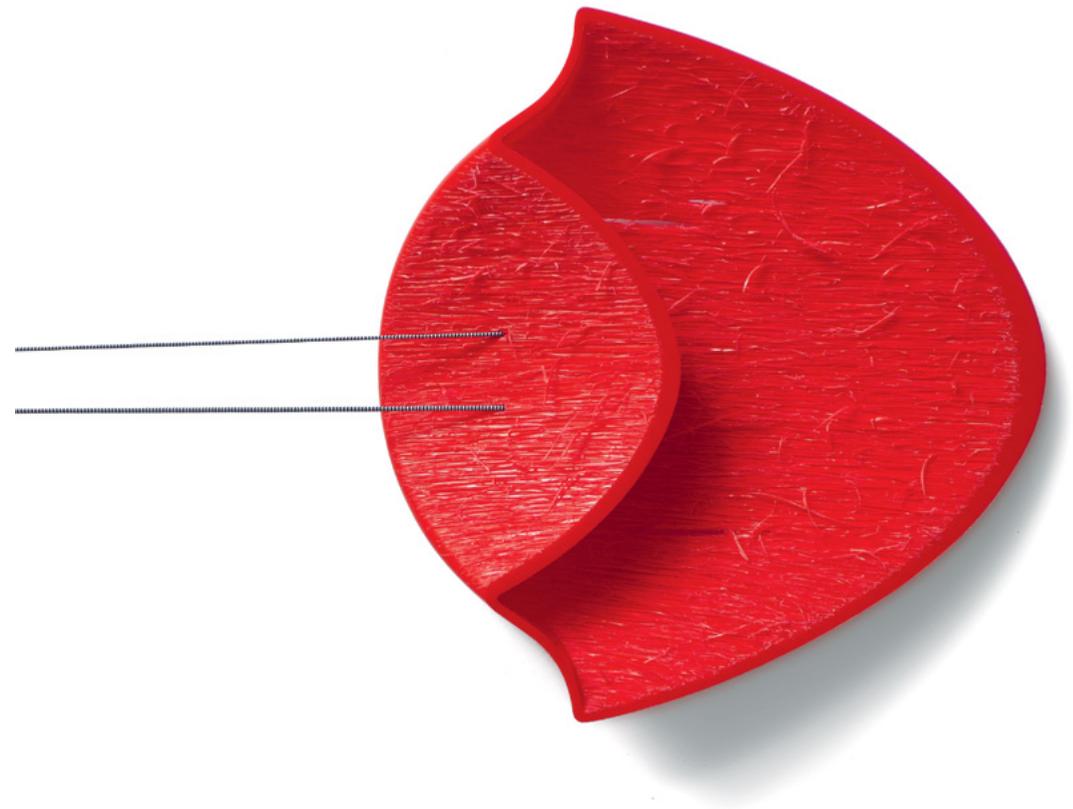
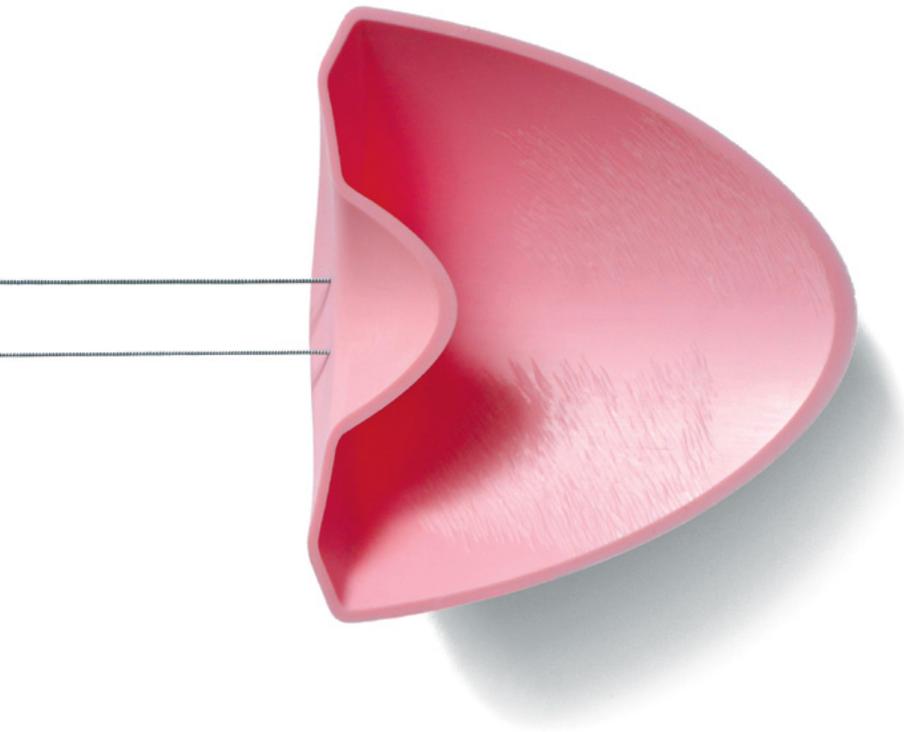
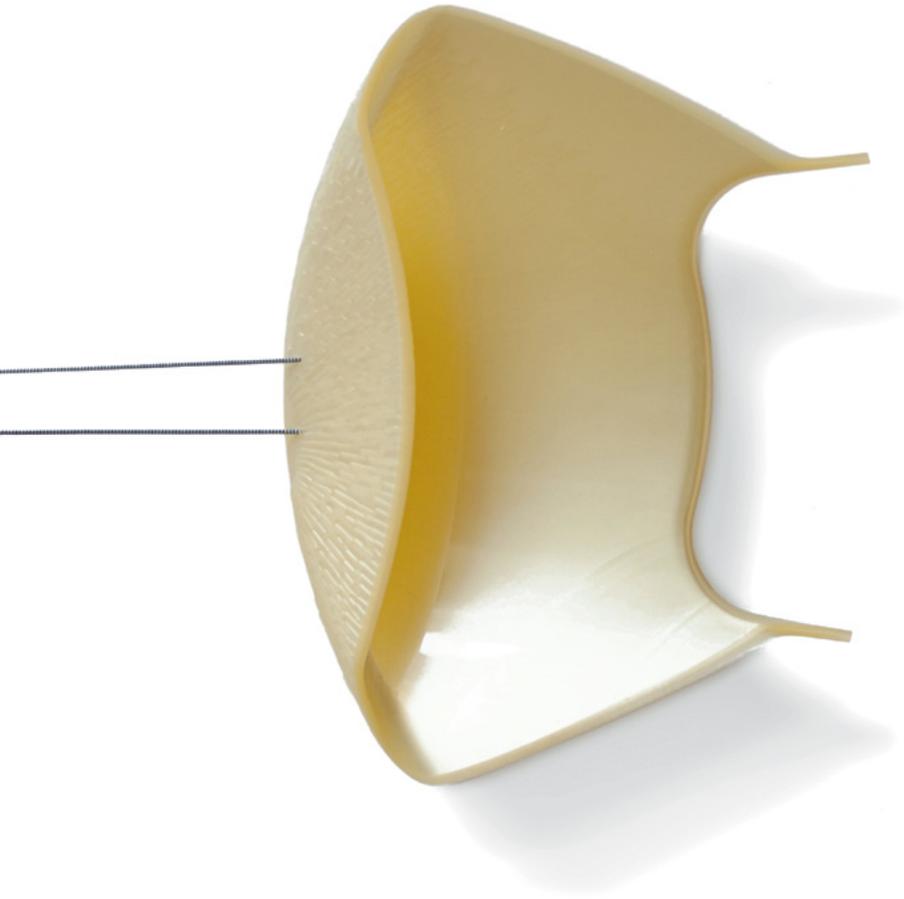
## Benedikt Fischer

‘Some say making is thinking with your hands. I don’t know. I could never say that I understand everything I do, but I definitely think that there is something other than pure rational understanding. Maybe it’s something in between. I personally need both, to keep my head and my hands busy.’

For Benedikt Fischer, the act of adorning, or the state of being adorned, is a fundamental element of human existence. His concern for the origin of this ancient practice and desire, has encouraged Fischer to explore the multiple functions of jewellery through history, in search of its essential meaning. Fischer’s jewellery designs go beyond the cultural, religious and societal connotations of physical adornment. His bold shapes, clean colours and finely textured surfaces are visceral. They challenge the traditional boundaries of ornamentation by appealing to something more primordial in human nature. Perhaps that is why, as Fischer explains, the animal is always present in jewellery making, be it as a symbol of our instinctive nature or as an artistic material. With a solid technical education, Fischer applies the traditional method of engraving to different sorts of plastics in order that his jewellery will endure throughout time. The result is a collection of unique pieces that fuse the old and new, natural and artificial, functional and decorative.

Benedikt Fischer (\*1984, Fraham, Austria) lives and works in Halle, Germany. He completed his studies in 2011, at Amsterdam Gerrit Rietveld Academy, as well as spending a term as a visiting student at Konstfack in Stockholm, Sweden. Since then, his work has been exhibited extensively, at Saatchi Gallery London; Marino Marini Contemporary Art Museum, Florence; OONA Gallery, Berlin; Le Circuit Bijoux, Paris; Jewelers’ Werk Galerie, Washington, DC; and Schmuck 2014, Munich, amongst others.

[www.benediktfischer.at](http://www.benediktfischer.at)



## GON

‘Fashion is a mangle-mangle of ideas about shapes, silhouettes, fabrics, colours, prints, details, surfaces, manufacturing techniques etc. Afterwards comes the next step, which is to think about the people who will wear it, how to present it and where to show it. This means that I’m collecting constantly for my job. All kinds of items, pictures, photos, clothes, ideas... all of which are adapted into my collections.’

For ten years, Christina Steiner has been cultivating an interest in African culture and aesthetics. Her fashion label, GON, is the visual culmination of this enduring curiosity for all things historical, cultural and technological. While studying to become a fashion designer, Steiner was exposed to a plethora of different artistic practices, such as painting, architecture, landscape design and media art, leading to an eclectic and intuitive approach to the creative process. At the heart of Steiner’s design process are the prints which she creates herself in aquarelle and acryl, or in collaboration with other artists. Once the fabric and the colours are established she begins to conceive the silhouettes and details. In this way, GON’s collections are spawned through an open interpretation of multiple sources that ionise into garments characterised by an imaginative conglomeration of colours, prints and textures based on her own personal interests and research. *Another Austria* presents a selection of pieces from GON’s summer 2013 to autumn/winter 2014/15 collection. The elongated and flowing silhouettes are made of hand painted prints and silk.

Born and raised in Upper Austria, Steiner moved to Vienna to study for Raf Simons and Veronique Branquinho at the University of Applied Arts. GON was established in 2011 with the help of financial support from departure – The Creative Agency of the City of Vienna. Steiner’s designs have been displayed internationally, at the 2010 Shanghai International Fashion Culture Festival, and Première Classe Paris in 2011 and 2012. Steiner was awarded the Evoque Next (SPACE) Gen prize in 2012. Her label can be found online and in stores in Austria, Denmark, Kuwait, Spain and Japan.

[gonvienna.com](http://gonvienna.com)









## Matthias Winkler

‘For me the ugly or grotesque adds another level of beauty. I think its complexity has a longer lasting affect than just pure loveliness.’

The concept of the ‘Urban Autochton’ is central to Matthias Winkler’s artistic work. It encompasses people, rooted to the land and wildlife, who nevertheless find themselves interacting with a more modern and urban environment. Winkler’s footwear designs are based on telling the story of these characters, set in a post-apocalyptic scenery and relying on their natural instincts as a means of survival. Winkler’s shoes are very much a reflection of this coalescence of the rustic and urbane, incorporating materials such as rough leather, soft fur, tar or rubber, in creating protective, camouflaged, yet beautiful and aesthetically pleasing pieces. Materials take centre stage in Winkler’s design process, and the notions of decay, wear and staining are thoroughly explored by the artist. The resulting footwear pieces are strikingly distinctive, mixing the rawness and softness of the natural with the robustness and concreteness of the urban.

Matthias Winkler (\*1981, Klagenfurt, Austria) finished his painting education at the University of Applied Arts, Vienna, in 2008, after which he moved to London to pursue an MA degree in Menswear/Footwear at the Royal College of Art. His work has been shown in various exhibitions including the Museum of Fleeting Art, Vienna, 2011; Value Point – Siemens\_artLab, Galerie Hilger, Vienna, 2009; The Essence MAK, Museum for Applied Arts, Vienna, 2009.

[www.matthiaswinkler.at](http://www.matthiaswinkler.at)



## Nicole Maria Winkler

‘I am interested in the concept of femininity and how the female body is portrayed in photography. For this project we wanted to break it down to the essentials: texture, colours and shapes.’

Winkler’s series of photographs was produced specially for *Another Austria*. The images explore the abstraction of the human body and are heavily inspired by sculpture. The unfamiliar angles and crops draw our attention closer to the garments and silhouettes, instead of to the model, the usual centre of attention. Creases and folds transform into flowing sceneries, while the close ups of body and materials allow the viewer to discover hidden details. The images are carefully considered compositions of colours and textures, conveying a sophisticated minimalism, yet with a feeling of intimacy. Featured labels are Marios Schwab, Peter Pilotto, Femme Maison, Matthias Winkler, Benedikt Fischer, GON, Hartmann Nordenholz and Bradaric Ohmae.

Photographer Nicole Maria Winkler (\*1987, Wiener Neustadt, Lower Austria) graduated from University of the Arts London in 2010. Currently living in London, Winkler works between London and Vienna. After only three years in the industry, Winkler’s minimalist and honest photography style has attracted editorial and commercial clients such as Vivienne Westwood, Hussein Chalayan, COS, Vogue.it, TANK, Dazed & Confused, SSAW, HUSK, Metal, Elle.

[www.nicolemariawinkler.com](http://www.nicolemariawinkler.com)





Left: Top by GON, Trousers by FEMME MAISON, Jacket by HARTMANN NORDENHOLZ  
Right: Dress by Bradaric Ohmae, Jewellery by Benedikt Fischer

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## ACF Design Showcase: Fashion

Competition

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## Adia Trischler & Andreas Waldschütz

Fashion Films

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## Jason Kerley & William Lynch

Show Installation

## Design Showcase: Fashion at the Austrian Cultural Forum

The highly anticipated Design Showcase at the Austrian Cultural Forum is an exhibition pioneering the work of young avant-garde designers and artists presenting their own take on craft, culture and aesthetics.

This one-off display of accessory design, features the works of seven young designers, as chosen through an open call, which received over 50 applications. The selection has been made with the aim of finding and displaying unique and less commercial pieces, which share a strong sense of individuality, high level of craftsmanship and captivating presence. The resulting showcase is a collection of



Wie-yi Lauw

jewellery and accessory objects very much diverse in their nature, but all connected by their exquisite design. Ranging from the organic expressiveness of Geraldine Massing's jewellery, Wie-yi Lauw's mythical and delicate adornments, Awareness & Consciousness' hand-dyed babywear, the conceptual preciseness of HARTMANN NORDENHOLZ's accessories, Sonja Bischur's strikingly elegant and fashion-forward jewellery, as well as the vibrant accessories by Konstanze Prechtl and theatrical headpieces by Maiken Domenica Kloser, this Design Showcase is anything but one-dimensional. Through the fusion of various artistic visions, innovative techniques, individual personalities and undeniable talent, the lines between art, design, fashion and craft are blurred and crossed-over.



Awareness & Consciousness



Sonja Bischur



Konstanze Prechtl



Hartmann Nordenholz

Complimenting and extending the presentation of young Austrian talent during the International Fashion Showcase, the Design Showcase at the ACF hopes to authentically portray the current creative movement among the designers of the Austrian scene, adopting a more global and international outlook.

6 February to 7 March 2014

Monday to Friday,

9 am – 5 pm

Austrian Cultural Forum London

28 Rutland Gate, SW7 1PQ

## Adia Trischler & Andreas Waldschütz

'Throughout the world, countries and personal relationships are becoming more and more diverse, and it is important to create situations and dialogues that reflect this change. Our work aims to do just that; to highlight the versatility of the individual and a present moment, rather than relying on the limiting and sometimes ignorant ideas of the ancestry and identity of the past.'

Adia Trischler is a fashion film director, creative director, image consultant and fashion editor, with a background in acting, at NYU's Tisch School of the Arts Experimental Theatre Wing, and London's Royal Academy

of Dramatic Art. She started off working as a personal shopper and stylist for musicians such as Lauryn Hill of The Fugees, and in March 2013, Adia was awarded the prize for 'Stylist of the Year' at The Vienna Awards for Fashion and Lifestyle.

Vienna-born Andreas Waldschütz is a photographer, director and video artist based in Austria. Together with Trischler, he has served as a jury member twice at The Fashion Video Festival in Budapest, Hungary (2010 and 2011). Their joint work has been screened and exhibited widely across the world. The release of *Tintagel* 2013, commissioned by Vogue Italia, was screened



Photograph: Andreas Waldschütz, Jana Wieland Autumn/Winter 2013/14,  
Model: Helena Severin



Styling: Adia Trischler, Photograph: Andreas Waldschütz, Dress by Susanne Bisovsky, Blouse by Nedra Chachoua, Shoes by GON

at ASVOFF 6 Centre Pompidou, Paris; *Once Upon A Time* 2013 at ASVOFF St. Petersburg; *Mr. and Mrs. Bugg (dream a vacation)* 2012 at ASVOFF Milano, Dutch Design Week (CICADA) Eindhoven, Papercut Mag online NY, Filep Motway online Athens, W Hotels Bali, to name but a few.

Trischler and Waldschütz met each other five years ago in Vienna, at a time when Trischler was new to Austria and Waldschütz had recently returned to Vienna after spending several years in San Francisco and London. With a shared background in different

visual arts, a love of fairy tales and desire to create fashion imagery rooted in fantasy, they formed a creative team in 2009 and began to produce narrative based fashion imagery. They have been directing fashion films in collaboration with young international designers since 2010, and feel passionately about promoting young designers from all over Europe. For Trischler and Waldschütz, cultural research and 'remixing' are integral to the casting process and development of their projects. Imbued with honesty and imagination, the films of Trischler and Waldschütz confront their audience with situations that counteract normal prejudices and superficial predispositions, and seek to present a story without history.

adiatrischler.com  
www.waldschuetz.com

18 February 2014, 7pm  
Austrian Cultural Forum London  
28 Rutland Gate, SW7 1PQ

## Jason Kerley & William Lynch

'The real challenge in a job like this, is understanding how to create a showroom that, although engaging and visually intriguing, lets the garments take precedence. We are excited to be introducing responsive and complementary structural elements, with the aim of aiding the interaction between the designs and space, and furthermore, bringing this dialogue to the public.'

Jason Kerley is a freelance visual designer and musician based in London. With an educational background in Illustration from Arts University Bournemouth, UK, Kerley has gained professional experience as a curator and practicing visual and conceptual artist in London as well as abroad. His work tends to be collaborative and comprised of spatial, screen, and print based projects, as seen in the art exhibition *On Watching*, Bermondsey Project Space, London; Pop Up Shop design for Underground in Tokyo, Japan; a series of sculptures for Mowgli's Montalk project; artwork for Raarr Exhibition, The Book Club, London; textile print and showroom design for UNDER's A/W 13 collection.

William Lynch is a London born and based Art Director and Designer, with a BA degree in Illustration from Arts University Bournemouth. Under the remit of creative director, Lynch co-founded brand-development and advertising agency, LYNCH+LEIGH, whose commercial clients include Condé Nast, Nokia, Puma, Coca-Cola, NTS Radio, The 1-2-3-4 Festival, with campaigns seen across



Showroom for UNDER Paris Mens SS 2013, designed for Lynch+Leigh by Jason Kerley and William Lynch. Photograph: James Ari King



Bespoke Lighting for the UNDERGROUND Shoes flagship retail space, 8 Berwick St Soho, designed for Lynch+Leigh by Jason Kerley, Samuel Membery and William Lynch. Photograph: James Ari King

magazines such as Vice, Dazed and i-D magazine. Most recently, Lynch worked at LOVE Magazine and with Fashion jewellery designer Roxanne Farahmand, developing the brand's visual identity.

With a shared commitment to cross-media practice and innovation, Kerley and Lynch have collaborated on numerous occasions over the years. Now, they have come together again for *Another Austria*, to create a meeting space that facilitates a conversation between the presented artworks' distinctive style and the Moving Museum's temporal nature and dilapidated

aesthetics. Their appreciation of materials has acted as a driving force while developing the conceptual and aesthetic framework which was transformed into the finished space. Kerley and Lynch have consciously employed modes of presentation with a level of flexibility to allow for the selected artworks to be curated freely in the space. They hope that the malleable quality of their exhibition design will reinforce the idea of encouraging direct dialogue between the different elements and countries involved.

[www.jasonkerley.co.uk](http://www.jasonkerley.co.uk)  
[www.william-lynch.co.uk](http://www.william-lynch.co.uk)

## Thank you

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