

Summer of Fashion at the MQ

The Summer of Fashion at the MQ will foster first-hand experiences with the various facets of the theme of fashion through exhibitions, film programs, performances, fashion shows, designer presentations, discussions, tours, activities for kids and teens, and much more. At the same time, fashion and art will inspire lively discourse and shed light on the interdisciplinary activities of artists and fashion designers working in both fields. The event will kick off on June 14 with the opening of the exhibition "Art and Fashion" at the mumok and a fashion exhibition at freiraum quartier21 INTERNATIONAL. It will close with the MQ VIENNA FASHION WEEK, taking place from September 12 to 16.

In addition to the institutions based at the MQ (mumok, KUNSTHALLE wien, Tanzquartier Wien, Architekturzentrum Wien, DSCHUNGEL WIEN, and ZOOM Kindermuseum), the frame[o]ut film festival, MQ VIENNA FASHION WEEK, Wien Museum, Naturhistorisches Museum, University for Applied Art, Academy of Fine Arts, Herbststrasse Fashion School, and a number of independent designers will be participating in the Summer of Fashion.

quartier21 will be represented with a number of events, with individual aspects of the program contributed by the initiator of the Summer of Fashion, Maria Oberfrank of Combinat, the quartier21 institutions EIKON, Walther König bookstore, Photoautomat, STREET ART PASSAGE VIENNA, and TONSPUR for a public space, as well as several artists-in-residence.

freiraum quartier21 INTERNATIONAL will stage the large-scale fashion exhibition "TECHNOSENSUAL: Where fashion and technology meet."

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