

cincinnati art museum

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FOR IMMEDIATE RELEASE

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***Images Available Upon Request**

***The Total Look* showcases exciting mod fashions at the Cincinnati Art Museum February 28 – May 24, 2015**

CINCINNATI – Feb. 4, 2015 – Go mad for mod fashions with *The Total Look: The Creative Collaboration between Rudi Gernreich, Peggy Moffitt, and William Claxton* on view at the Cincinnati Art Museum, Feb. 28 through May 24. The exhibition explores fashion design in the 1960s and 1970s and provides insight into one of the most visionary American fashion designers of the 20th century.

Known by most for designing the topless bathing suit, Rudi Gernreich created visually striking minimalist garments, executed in psychedelic colors and geometric patterns. But Gernreich's clothes were more than fashion. They were intended to free women's bodies.

An icon of the 1960s, Peggy Moffitt, was Gernreich's primary model and muse. The exhibition features her unique modern look and innovative modeling style. Moffitt's late husband, photographer William Claxton, captured the distinctive images of Moffitt activating Gernreich's designs.

The Total Look features more than 60 fashion-forward ensembles, nearly 20 photographs and the first fashion video from 1967. The exhibition includes garments from Moffitt's personal collection as well as nine Gernreich designs from the Cincinnati Art Museum's contemporary fashion collection, including his "No-Bra Bra."

"I've been interested in exploring this important American designer for a long time," said Cynthia Amnéus, Chief Curator for the Cincinnati Art Museum. "Rudi challenged society to change with his fashion. His designs were intended to equalize the sexes."

The Total Look was organized by Cameron Silver, fashion historian and founder of high-end vintage fashion shop *Decades*. The exhibition was previously shown in Los Angeles at the Museum of Contemporary Art's Pacific Design Center and at the Savannah College of Art and Design (SCAD) Museum of Art.

The Cincinnati Art Museum is the first venue to include 13 photographs of hairstyles by British hairdresser and businessman Vidal Sassoon. His "Sassoon bob" and groundbreaking geometric haircuts for models in the 1960s and 1970s, including Moffitt, complemented the mod fashions and completed the "total look."

The Total Look exhibition is presented by Macy's. Additional support is provided by LPK. The exhibition will be on view in the Western & Southern Gallery on the museum's second floor (Galleries 232 and 233). Admission to the exhibition is free.

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About the Cincinnati Art Museum

The Cincinnati Art Museum is supported by the generosity of individuals and businesses that give annually to ArtsWave. The Ohio Arts Council helps fund the Cincinnati Art Museum with state tax dollars to encourage economic growth, educational excellence and cultural enrichment for all Ohioans. The Cincinnati Art Museum gratefully acknowledges operating support from the City of Cincinnati, as well as our members.

General admission to the Cincinnati Art Museum is always free. The museum is open Tuesday – Sunday, 11 a.m. – 5 p.m. and is closed Monday.

Programming/Gallery Experiences

A Gallery Guide will be available with this exhibition.

Art After Dark

SNEAK PEEK: The Total Look

February 27, 2015, 5 – 9 p.m.

Dig out your favorite color block dress or plaid suit with bell bottoms! We're hosting a 1960s-themed fashion night. Dance performances by local dance troupe Pones Inc., inspired by the 1960s, will take place from 6 p.m. – 8 p.m. Docent-led tours and sneak peek before the new exhibition opens to the public. FREE event with drinks and appetizers available for purchase. Reservations not required. Parking at the Art Museum is \$4; FREE for Art Museum Members. Learn more at cincinnatiartmuseum.org/artafterdark

InDepth

The Total Look with Cynthia Amneus

March 14, 2015, 2 – 3 p.m.

Join Art Museum staff for an in-depth look at special exhibitions or gallery re-installations. This expanded gallery talk will provide comprehensive information and insight into what's new at the Art Museum. FREE. Reservations can be made online or by calling (513) 721.ARTS.

ASL Tours for the Deaf and Hearing Impaired

The Total Look: The Creative Collaboration Between Rudi Gernreich, Peggy Moffitt, and William Claxton

March 21, 2015, 11 a.m. – 12 p.m.

A certified American Sign Language (ASL) interpreter joins an Art Museum docent each month for a free tour of one of our special exhibitions. FREE. Reservations can be made online or by calling (513) 721.ARTS.

Art in the Making

March 21, 2015, 1 – 3 p.m.

Enhance artistic development for children ages 6–12, accompanied by an adult. Select local artists lead interactive classes, gallery tour and an interactive art-making experience. Limited space, first come basis. \$20 per pair general admission \$10 per pair members (\$6/\$3 for each additional person) Series pricing available. Reservations can be made online or by calling (513) 721.ARTS.

MUSE

April 12, 2015, 2 – 3:30 p.m.

Look. Listen. Learn. Part-gallery talk and part-classical music concert, this program explores the intersection of the visual arts and music throughout history. Each month, students from the University of Cincinnati examine a different era through the lens of the Art Museum's permanent collection. Every Muse program features a gallery talk presented by a College of Design, Architecture, Art, and Planning (DAAP) student, as well as live concerts by students from the College-Conservatory of Music (CCM). FREE. Reservations not required. Seating limited.

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Evenings for Educators: 2014-2015

See It & Make It: A Look at Fashion Designer, Rudi Gernreich

April 15, 2015, 4 – 7 p.m.

Our second See It & Make It of the season takes a look at visionary 20th century fashion designer, Rudi Gernreich. Join us as Chief Curator and Curator of Fashion Arts and Textiles, Cynthia Amnéus, addresses our special exhibition, *The Total Look*. Docent-led exhibition tours and a hands-on fashion design workshop will directly follow the lecture. Cost: \$20 non-members; \$10 Art Museum Members; \$5 Students with valid ID. Reservations Required. Reservations can be made online or by calling (513) 721.ARTS. For more information, email schoolandteachers@cincyart.org.

Lecture for Rudi Gernreich Exhibition

Speaker: Kevin Jones, Curator, Fashion Institute of Design & Merchandising, Los Angeles

April 26, 2015, 2 p.m.

Recognized as one of the leading curators in the field of historic dress, Kevin Jones will explore Rudi Gernreich's fashions in the 1960s and 1970s.

Memories in the Museum

Fashioning a Legend

May 6, 2015, 10 – 11:30 a.m. at the Cincinnati Art Museum

Join the Taft Museum of Art, the Contemporary Arts Center, the Cincinnati Art Museum, and the Alzheimer's Association of Greater Cincinnati on the first Wednesday of each month for Memories in the Museum. This program is designed for visitors with memory loss and their guests. Each session will include a tour, light refreshments, and an opportunity to participate in making art. Participants will observe and engage in conversation about artwork within three of Cincinnati's historic art institutions. FREE. Reservations required. Space is limited. For reservations please contact the Alzheimer's Association of Greater Cincinnati at 1-800-272-3900.

Creative Encounters

Fashion

May 17, 2015, 1 – 3 p.m.

Explore the Art Museum, experiment with art, and express your creativity in this monthly program for adult visitors. A visiting artist leads a tour of works in the Art Museum's permanent collection and special exhibitions, followed by a discussion of his/her own work. Each event will culminate in a hands-on project. Reservations required. \$10 general admission, \$5 for members and college students. Reservations can be made online or by calling (513) 721.ARTS.

Art + Design Teen Workshops

Fashion

May 23, 2015

Teens can explore creative fields and industries with working artists and professionals before putting their own skills to the test with a hands-on project. Ages 13-19. \$5 Art Museum members, \$10 non-members. Reservations can be made online or by calling (513) 721.ARTS.

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