

## **Faculty Development Grant Application for Research by Philippa Lindenthal**

### **Fashion & Music Project**

My research focus is on the value and implementation of Music in the Phases of Inspiration, Creation, Presentation and Distribution of Fashion. Subjects will include the creative director for DIOR, Raf Simons, who played electronic music loudly in the Atelier of Directrices as part of the creative process; Simons also implemented music during a fashion show at JIL SANDER, blending Hitchcock's film music with electronic music and thereby creating new contexts and elements of style. The collaboration of two artists in different media will be investigated in the DJ collaborations of Stefano Pilati for Yves Saint Laurent and the Belgian Designer Ann Demeulemeester's longtime collaboration with Patti Smith. I will also explore how the different aspects of fashion, like inspiration, color concepts, and look can be communicated with music into the stores. My goal is to highlight values in Fashion. Haptics, the structure of *Stofflichkeit*, and the analysis of compositions in music and fashion can be explored. This research will also compare aspects of music in fashion shows in the mid 20<sup>th</sup> century, where the audience was more limited and music did not have a crucial part, to current days when the newest trends are instantly communicated to everybody. Whereas once exclusiveness was the norm through selective personal invitation and more time-intensive development phases, the integration of social media like Instagram asks for new concepts.

Proposed research for gathering information in archives of the following institutions including the estimated timeline:

- 06/06/2016 meeting with Curator Dr. Annabelle Görgen-Lammers of the *Hamburger Kunsthalle* for an interview on this topic. Masterpieces by Vasily Kandisky of the collection of *Hamburger Kunsthalle* as one source of inspiration for fashion. The research on translation of Color in Sound (Skrjabin) is the main theme in this context.
- 06/08/2016 interview with JIL SANDER directrice Angela Lange in Hamburg
- 06/09/2016 Visit of *Museum für Kunst und Gewerbe*, and the Archives reviewing Dior, Yves Saint Laurent dresses in Hamburg, possible meeting with curator Dr. Claudia Banz for a conversation on Fashion & Music
- 06/18/2016 *Lipperheidsche Kostümbibliothek*, Berlin, meeting with Dr. Adelheid Rasche, research at the special collection prints and books of the library
- 06/20/2016 *UdK Bibliothek* (University of the Arts Library) Berlin
- 06/24/2016 *Kunstgewerbemuseum*, Berlin, meeting with Dr. Sabine Thümmeler to research through the archived costumes

Before I came to FIT I held several lectures on new ways of Fashion Design Presentations and Music at the JAK Academy and the Academy Fashion Design in Hamburg.

The Data expected to be generated can be used for a presentation at FIT. During the process of this Project I seek publishing and speaking opportunities. I hope to speak at a conference in Berlin and at IFFTI. Global Development – It offers possibilities for further collaboration.