

# KUNSTHAL ROTTERDAM

## **Peter Lindbergh** **A Different Vision on Fashion Photography**

10 SEPTEMBER 2016 – 12 FEBRUARY 2017



The international travelling exhibition *Peter Lindbergh. A Different Vision on Fashion Photography* has been initiated and produced by the Kunsthall Rotterdam, in close collaboration with curator Thierry-Maxime Loriot and Peter Lindbergh.

## PRESS RELEASE

# KUNSTHAL ROTTERDAM

## INTERNATIONAL FASHION SCENE AT KUNSTHAL ROTTERDAM FOR WORLD PREMIÈRE PETER LINDBERGH EXHIBITION

3<sup>rd</sup> press release, September 4<sup>th</sup> 2016

*“Fashion photography should not be reduced to only documenting clothes after the collections have launched, and to help the industry to sell clothes, but should be given the freedom to exist in a much larger context – much larger than fashion itself.”*

The New York Times , August 31<sup>st</sup> 2016,  
Peter Lindbergh interviewed by Alexandria Symonds

After the world première in the Kunsthal Rotterdam, the exhibition *Peter Lindbergh. A Different Vision on Fashion Photography* will tour to other museums. The next venue will be announced during the press conference on Friday 9 September.

Peter Lindbergh has been regarded as one of the most influential fashion photographers of the past forty years. Lindbergh's pure black-and-white photographs have determined the course of fashion photography since the 1980s. He launched the careers of a new generation of models such as Cindy Crawford, Naomi Campbell, Nadja Auerman, Tatjana Patitz and Karen Alexander and stood at the head of the era of the supermodels. The more than 200 photographs in the first international travelling exhibition of this legendary photographer present a spectacular survey of his oeuvre.

The exhibition is accompanied by a comprehensive book on the German photographer, compiled by the Canadian curator Thierry-Maxime Loriot. The book is designed by Paprika Design and published by TASCHEN, hardcover, 500 pages, ISBN 978-3-8365-5282-0 (English, French, German) € 59,99.

Watch the trailer starring top models Kate Moss and Lara Stone:  
<https://youtu.be/hVABHiU15zQ>

# Peter Lindbergh

## A Different Vision on Fashion Photography

### Three days of photography, fashion, supermodels and fashionistas in Rotterdam to mark the arrival of fashion photographer Peter Lindbergh

THE MAIN EVENTS:

#### **PUBLIEK EVENT (STUDENTS ONLY)**

##### **Peter Lindbergh Masterclass Thursday 8 September 10:30 – 12:00 hrs**

The Kunsthal and the Willem de Kooning Academy are jointly organising a Peter Lindbergh Masterclass for students of art, photography and other creative courses. With Thierry-Maxime Loriot in the chair, Peter Lindbergh will discuss his vision on fashion photography with the students.

If you would like to attend this master class, you should register at:

<http://at.wdka.nl/peterlindbergh>. The number of places is limited and they will be allocated on the basis of first come, first served. Admission only upon presentation of the confirmation mail and valid student card.

#### **PUBLIC EVENT THURSDAY 8 SEPTEMBER, 16:00 HRS IN THE HALL OF ROTTERDAM CENTRAL STATION: OPENING, PERFORMANCE BY SCAPINO BALLET, AND PUBLIC ACTIVATION IN THE PRESENCE OF SUPERMODELS**

##### **Peter Lindbergh opens pop-up presentation in Rotterdam Central Station**

On Thursday 8 September Peter Lindbergh will open his pop-up presentation in the hall of Rotterdam Central Station in the presence of top models, Dutch rising star Elisa Hupkes, Kunsthal director Emily Ansenk, and director of the Rotterdam Festival Johan Moerman.

This presentation will show three photographs taken by Peter Lindbergh during his shoot in the Rotterdam docks with the Dutch top model Lara Stone and the rising star Elisa Hupkes. These photographs were made specially for the exhibition and are also included in the October issue of Dutch Vogue.

At the same time, on Thursday 8 September a short impression of Lindbergh's shoot in the Rotterdam docks, produced by StudioBilder, will be shown in the hall of the Central Station on the largest LED screen in Europe.

##### **Scapino Ballet dances preview TING! specially for Peter Lindbergh**

Dance is one of Lindbergh's major sources of inspiration. For years he has been working on a visual history of dance with series of photographs based on famous dancers and choreographers. For the occasion of his presentation, the Scapino celebrities Bonnie Doets and Mischa van Leeuwen will perform in a scene from their brand-new performance TING! (première 14 September).

# Peter Lindbergh

## A Different Vision on Fashion Photography



### **Public activation based on natural beauty**

To highlight Lindbergh's preference for natural beauty, passers-by in the Central Station can have their picture taken by a VeldMark compliment team and can take their photograph home with them right away.

### **PUBLIC RED CARPET EVENT FRIDAY 9 SEPTEMBER, FROM 13:15 HRS**

#### **Arrival of Peter Lindbergh, curator Thierry Maxime-Loriot and Supermodels**

The press and public are welcome from 13:00 hrs in the Kunsthal to await the arrival of Peter Lindbergh, curator Thierry Maxime-Loriot and several Supermodels, including Nadja Auerman, Tatjana Patitz and Karen Alexander. They will be brought in Alfa Romeo Giulias from the Mainport – the official partner hotel – to the Kunsthal for a red carpet photoshoot moment. The other top models who are expected to arrive in the Kunsthal will be announced in the course of the week.

#### **Press conference and preview exhibition Friday 9 September, 14:00 hrs (only for accredited press)**

Emily Ansenk, director of the Kunsthal, will start the press conference with a word of welcome. After an introduction to the exhibition, curator Thierry-Maxime Loriot will discuss Lindbergh's work with the photographer and several models. After a Q&A session, there will be an opportunity for the press to visit the exhibition.

Accreditation is compulsory via: [communicatie@kunsthal.nl](mailto:communicatie@kunsthal.nl).

The definitive press program will follow after accreditation.

# Peter Lindbergh

## A Different Vision on Fashion Photography

### **Presentation of *Vogue* collector's item to Peter Lindbergh**

There will be extensive coverage of Lindbergh's photoshoot in the Rotterdam docks and an interview with the photographer in the October issue of *Vogue* Netherlands. This special issue is the first time that Peter Lindbergh and *Vogue* Nederland have worked together. It will be officially presented during the press preview.

### **PUBLIC EVENT SATURDAY 10 SEPTEMBER, 13:00 HRS**

#### **Introduction to exhibition and book-signing by Peter Lindbergh**

The curator Thierry-Maxime Lorient will discuss Peter Lindbergh's work and inspiration with the photographer in the Kunsthal Auditorium on Saturday 10 September at 13:00 hrs, after which Peter Lindbergh will sign copies of his new book. This comprehensive catalogue is on sale in the Kunsthal shop. Price: € 59,99.

You are requested to register via [reserveren@kunsthal.nl](mailto:reserveren@kunsthal.nl). It is advisable to be on time as there is limited capacity in the Auditorium. Would you like to make a seat reservation? Join the Friends of the Kunsthal now and enjoy all the Friends First benefits right away.

Visit [www.kunsthal.nl/friendsfirst](http://www.kunsthal.nl/friendsfirst) for all the exclusive Friends benefits.

### **CLOSED EVENT SATURDAY 10 SEPTEMBER, 17:30 HRS (DOORS OPEN AT 17:00 HRS)**

#### **World première of the exhibition (admission by RSVP invitation only)**

The official opening of the international travelling exhibition will take place on Saturday 10 September at 17:30 hrs in the presence of Emily Ansenk, director of the Kunsthal, Peter Lindbergh, curator Thierry-Maxime Lorient and a selection of world-famous supermodels. The names of the supermodels and other important guests will be announced soon. There will be two special performances during the opening: the Swiss contortionist Nina Burri, and the German musician Thom Hanreich.

Obligatory press accreditation via [communicatie@kunsthal.nl](mailto:communicatie@kunsthal.nl).

A limited number of places are available for the press.

### **Peter Lindbergh Pop-Up Store**

During the exhibition, the Peter Lindbergh Pop-Up Store in the Kunsthal will sell a variety of merchandise, from Lindbergh posters, books, notebooks, make-up pouches, mugs and serving trays to T-shirts. Peter Lindbergh shot the 2016 autumn campaign for Marc O'Polo, and among the items on sale will be the characteristic white shirts in a limited edition styled by Margreeth Olsthoorn.

# Peter Lindbergh

## A Different Vision on Fashion Photography

### Partners Peter Lindbergh exhibition

Various initiatives and forms of cooperation have been created in the run-up to and during the exhibition 'A Different Vision on Fashion Photography'. Local, national and international partners have contributed to the exhibition in the Kunsthal Rotterdam. Thanks to their expertise, they have all helped to put the oeuvre of Peter Lindbergh in the limelight for the next five months.

t

#### **ING Main Sponsor Kunsthal activates social media campaign 'Model for a Moment'**

ING and the Kunsthal share the same mission of making art and culture accessible to a broad public. During the Peter Lindbergh exhibition, visitors can photograph themselves in the Kunsthal on the cover of a magazine à la Peter Lindbergh. This autumn the Kunstbuzz will once again bring more than 300 pupils to the exhibition in the Kunsthal to introduce them at an early stage to art and culture.

#### **Golden Partner SWAROVSKI**

Golden Partner Swarovski has made a substantial financial contribution to the Peter Lindbergh exhibition. Lindbergh has regularly photographed haute couture made with crystals from Swarovski. Especially for the exhibition, Swarovski is lending a garment from its archives available: a Giles burnt chiffon dress bordered with crystals from Swarovski by London-based designer Giles Giles Deacon, from his fall-winter 2012/13 collection. Also on display is a cage-corset made with crystals from Swarovski designed by Jean Paul Gaultier, lent by the French Couture House.

#### **Blockbusterfonds**

The advance funding of the exhibition was facilitated by the major national funds – BankGiro Loterij, VSBfonds, Prince Bernhard Culture Fund and the Vanden Ende Foundation – that form the Blockbusterfonds. The BankGiro Loterij will draw the exhibition to the attention of its participants all over the Netherlands.

#### **Public activation in collaboration with Rotterdam Festivals**

Rotterdam Festivals enables Peter Lindbergh's work to be visible in the city with public events. Mega-photos of Lindbergh's shoot in the Rotterdam dock will presently appear in three prominent locations. Events include the pop-up presentation in the Central Station, the master class, and the performance by Scapino Ballet.

#### **Skyteam**

Skyteam, the worldwide alliance of the twenty largest airlines, is enabling international top models to attend the world première of the Peter Lindbergh exhibition in the Kunsthal Rotterdam.

#### **Marc O'Polo**

Marc O'Polo regularly works with Peter Lindbergh for its campaigns and is contributing to the visibility of the exhibition in various Marc O'Polo stores in the Netherlands.

# Peter Lindbergh

## A Different Vision on Fashion Photography

### **Weekend in Rotterdam with Mainport Hotel**

Our official hotel partner is hosting all the famous guests for the opening. It also offers an attractive arrangement for visitors to the Kunsthal. Enjoy a weekend away including a night in the five-star Mainport Hotel, uniquely situated on the banks of the river Maas in the city centre. For more information about the arrangement:

<http://www.kunsthal.nl/nl/over-de-kunsthal/nieuws/lindbergh-arrangement/>

### **Nationale Nederlanden**

Nationale Nederlanden is an ambassador of the Kunsthal. For the occasion of the exhibition it is presenting a wall of photographs by Peter Lindbergh in the NN De Café in the Delftse Poort building, Rotterdam until 12 February 2017. Later this year a discussion of the portfolios of (fashion) photography students will be held in the same location.

### **Mediacenter Rotterdam**

The ambassador of the Kunsthal Mediacenter Rotterdam promotes art and culture. It is responsible for all the beautiful printed matter for the exhibition.

### **Thalys**

Studio Peter Lindbergh is based in Paris, which makes Thalys a logical partner for cooperation. The Peter Lindbergh team and French fashion journalists will travel to Rotterdam using Thalys.

### **Alfa Romeo Giulia**

The latest Alfa Romeo Giulia models will transport the famous guests to the opening on 8, 9 and 10 September.

### **Bijenkorf Rotterdam**

The Kunsthal has collaborated with Swarovski and the Bijenkorf Rotterdam to dedicate a shop window display to the exhibition as an eye-catcher to attract shoppers. The Bijenkorf Rotterdam also devotes extra attention to the exhibition with a special Swarovski showcase and an assortment of Peter Lindbergh merchandise.

### **Rotterdam UITdagen on 9 and 10 September: photographed the Peter Lindbergh way**

During the Rotterdam UITdagen on the Schouwburgplein, which mark the opening of the cultural season, visitors can have their portrait taken by the VeldMark compliment team in front of a photograph of the Rotterdam dock by Peter Lindbergh, and take it home with them.

# Peter Lindbergh

## A Different Vision on Fashion Photography

### Save the dates !



#### **Mash-UP! Friday 28 October**

A special film screening by IFFR, exclusive evening viewing of the exhibition, and a party with Rotterdam's finest DJs in the Kunsthal café.

#### **Peter Lindbergh weekend 12 and 13 November**

A celebration of natural beauty with workshops, guided tours, films and music. Peter Lindbergh will be present on Saturday 12 November.

#### **Guided tours**

For information and reservations of guided tours by Urban Guides go to [www.kunsthal.nl](http://www.kunsthal.nl)

#### **Tickets**

Tickets are available from the Kunsthal ticket office and via [www.kunsthal.nl](http://www.kunsthal.nl) for €12 (adult). Museumkaart and Rotterdampas are applicable. Buy your ticket online (fast lane). Or become a Friend of the Kunsthal and enjoy all the benefits, such as fast lane treatment. Go to [www.kunsthal.nl/friendsfirst](http://www.kunsthal.nl/friendsfirst)

#### **See also**

2<sup>nd</sup> press release '*Peter Lindbergh. A Different Vision on Fashion Photography*'.

# Peter Lindbergh

## A Different Vision on Fashion Photography

### About the Kunsthall Rotterdam

Situated in the cultural hub of Rotterdam with an average of 200.000 visitors annually, the Kunsthall Rotterdam is one of the leading art institutions of The Netherlands.

The Kunsthall was designed in 1992 by the renowned Dutch architect Rem Koolhaas and boasts seven different exhibition spaces. Today, the Kunsthall stages 25 exhibitions a year (five at the same time, focused on different types of target audiences and stakeholders), presenting culture in the broadest sense of the word: historical and classical art, modern and contemporary art, design, fashion and photography.

Varying from high art and low culture, multidisciplinary and always accessible for a broad public. Previous exhibitions in the Kunsthall included *Maillol* (2012), *The Fashion World of Jean Paul Gaultier* (2013), *Designing 007: Fifty Years of Bond Style* (2014) and *Keith Haring, The Political Line* (2015). All the exhibits are complemented by an extensive educational and side program.

Since 2008 Emily Ansenk is Director of the Kunsthall.

The exhibition *Peter Lindbergh. A Different Vision on Fashion Photography* is initiated, produced and toured by the Kunsthall Rotterdam in close collaboration with curator Thierry-Maxime Loriot and Peter Lindbergh. The exhibition benefits from the talent of the world renowned Dutch based architectural team Mecanoo who created the exhibition design ([www.mecanoo.nl](http://www.mecanoo.nl)).

This exhibition is made possible with the support of SWAROVSKI.

#### More information

For further infos, please visit : [www.kunsthall.nl/en/exhibitions/peter-lindbergh/](http://www.kunsthall.nl/en/exhibitions/peter-lindbergh/)  
Press images are available upon request

#### Marketing and Communication Department at Kunsthall Rotterdam

Mariëtte Maaskant  
t. +31 (0)10-4400323 | +31(0)6-14437789  
Sabine Parmentier  
t. +31 (0)10-4400321 | +31 (0)6-52636232  
[communication@kunsthall.nl](mailto:communication@kunsthall.nl)

#### Please include the following information in all publications:

info: +31 (0)10-4400300, [www.kunsthall.nl](http://www.kunsthall.nl) - Opening hours: Tuesdays to Saturdays from 10am to 5pm, Sundays and public holidays from 11am to 5pm.  
Follow the Kunsthall on Facebook | Twitter | Youtube | Instagram

# Peter Lindbergh A Different Vision on Fashion Photography

## Kunsthal Rotterdam thanks:

principal funder



donor



thanks to our



main sponsor



golden partner

# SWAROVSKI

exhibition partners



Marc O'Polo



GIULIA



accomodation partner

**MAINPORT**  
By Intel Hotels

media partners

**VOGUE**

**ROTTERDAM PARTNERS**



**ROTTERDAM. MAKE IT HAPPEN.**

The exhibition forms part of the programme of Rotterdam Festivals. For the full programme go to [www.rotterdamfestivals.nl](http://www.rotterdamfestivals.nl)