Redefining, Redesigning Fashion: Designs for Sustainability
January 19 – May 26, 2012 opening January 18 6-8PM
McNeal Gallery, Saint Paul Campus

GUEST CURATORS: Marilyn DeLong, Barbara Heinemann, Kathryn Reiley

In the 21st century, recycling, up-cycling, repurposing, and reclaiming redefine sustainable fashion.

From January 19 through May 26, 2013, the Goldstein Museum of Design will present an exhibition entitled Redefining, Redesigning Fashion: Designs for Sustainability. The exhibition turns on the idea that sustainable clothing designs will only become a viable alternative when designers and producers provide clothing designs that are desirable to consumers. The exhibition will present 46 pieces from 30 designers. All the pieces were selected from over 200 successful designs of students and designers from the USA, Australia, Europe, and Asia, all of whom have responded to an invitation from the exhibition curators to submit designs that exemplify sustainability.

The submitted design prototypes can be the result of up-cycling, repurposing, or reclaiming garments, materials, or products; producing garments that have multiple purposes or looks; or converting heirloom or memorable garments or textiles to a different use. The judges reviewed for aesthetics, craftsmanship, and creativity. Most winning designs will be presented as objects; some will be presented digitally.

This exhibition is being used as a real-world assignment for graphic design students enrolled in the course GDes 3351 “Text & Image”, which is offered through the College of Design at the University of Minnesota Twin Cities. The Goldstein Museum of Design staff and the curators of the exhibition chose the design of Ellen Schneider from all the students’ submissions. Ellen’s design will be used as the graphic identity for this exhibition.

Related program:
February 21, Sandy Black, lecture "Designing for the 21st Century," 6pm 32 McNeal.
Sandy Black is Professor of Fashion & Textiles at London College of Fashion at the University of the Arts London.

Support for this exhibition and related programs provided by University of Minnesota Extension, College of Design, Imagine Fund Annual Faculty Award, Fashion Avenue (Lead Sponsor), Wet Paint, Treadle Yard Goods, and Goldstein Museum of Design.
General Information
The Goldstein Museum of Design (GMD), part of the University of Minnesota’s College of Design, supports design teaching, research, and discovery through exhibitions, publications, programs, and partnerships.

Location
GMD’s McNeal Gallery is on the second floor of:
McNeal Hall
1985 Buford Ave.
St. Paul, MN 55108

McNeal Gallery Hours
Tuesday-Friday 10:00am-5:00pm
Weekend 1:30pm-4:30pm
FREE admission. Closed Mondays and all University holidays.

Parking
Parking is in Gortner Ramp at 1395 Gortner Avenue and the lot at the end of Buford Circle

Accessibility
Metered handicapped parking is available in front of the Lower Buford Circle entrance. Handicapped parking is also available on Upper Buford Circle at the north end of the building.

An automatic door is located just around the corner from the metered handicapped parking at the back of the building. Visitor drop-off/pick-up is available at the accessible Buford Avenue entrance and the first entrance on the Lower Buford Circle.

Public Transit
For bus information, call (612) 373-3333

Support for this exhibition and programs provided by the Goldstein Museum of Design, the College of Design, and generous individuals. In addition GMD programming is made possible in part by a grant provided by the Minnesota State Arts Board through an appropriation by the Minnesota State Legislature from the Minnesota arts and cultural heritage fund with money from the vote of the people of Minnesota on November 4, 2008, and a grant from the National Endowment for the Arts.

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