

# THE GOLDSTEIN MUSEUM OF DESIGN

364 McNeal Hall

1985 Buford Avenue, St. Paul, MN 55108  
<http://goldstein.cdes.umn.edu>

612.624.7434

Contact Information:

Lin Nelson-Mayson 612.624.3292  
Alternate number 612.624.7434

## FOR IMMEDIATE RELEASE

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### Exhibition

***American Fashion Transformed: Four Master Designers***  
**September 23, 2006 - January 7, 2007**



*Blue and White Silk Dress, c. 1959*  
Norman Norell (1900-1972)  
Gift of Mrs. Georgiana Goodman



*Green and White Wool Suit, c. 1960*  
Pauline Trigere (1909-2002)  
Gift of Audrae and Martin Diestler



*Velvet Evening Dress, c. 1985*  
Bill Blass (1922-2002)  
Gift of Bill Blass Ltd.



*Silk Cocktail Dress, c. 1968*  
Geoffrey Beene (1924-2004)  
Gift of Geoffrey Beene

As Paris rebuilt after World War II, American optimism soared along with its fashion industry, giving rise to some of the most influential designers of the late twentieth century. *American Fashion Transformed: Four Master Designers*, organized from the Goldstein's extensive contemporary costume collection by guest curators Dolores DeFore and Gloria Hogan, will explore four significant designers: Norman Norell, Pauline Trigere, Bill Blass and Geoffrey Beene. All four were driving forces behind the growth of America's post-War fashion design and exhibited their talent over fifty years in the fashion business.

**Norman Norell** was hailed as the "Dean of American Fashion Designers". He helped make New York's Seventh Avenue the rival of Paris after the War. He lined cloth coats with fur for day or evening and topped long evening skirts with cashmere sweaters. His shimmery, sequined "mermaid" evening dresses were knockouts and he introduced the "smoking robe".

**Pauline Trigere** was known for her exquisite tailoring of women's suits and coats. She created dresses with jewelry attached, sleeveless coats, reversible coats, and opera capes. Her signature turtle pins were worn on a shoulder or a cuff. Trigere draped and cut the fabric right on a model; she never sketched.

**Bill Blass** created urbane, sophisticated clothes for his "gals", as he called them (New York socialites, First Ladies, and many Hollywood stars), as well as the stylish woman next door. He became known for high-quality, high-priced clothing that featured a look of sporty sophistication and casual glamour.

**Geoffrey Beene** has been acknowledged as the consummate designers' designer for his consistently innovative techniques. He developed construction techniques that rivaled those of Paris couture houses and was one of the few to master the bias cut. He had a casual approach to opulent fabrics, successfully combining them with less expensive materials, such as houndstooth plaids with lace.

The exhibition is free and open to the public.

### **Related Programs**

Thursday, September 28: Fall Close-up Event: 274 McNeal Hall, 5:30-8:00 pm Dolores DeFore and Gloria Hogan will explore the exhibition *American Fashion Transformed: Four Master Designers*, highlighting additional selections from the Goldstein costume collection by the four designers. Co-sponsored by Fashion Group International, Twin Cities. \$20 Friends and FGI members, \$10 students, \$30 general public.

Thursday, November 16: Lecture: 33 McNeal Hall, 6:00-9:00 pm, *Beyond Desire: Fashion, Art, Life*; a lecture by Dr. Valerie Steele, Chief Curator and Director of the Museum at the Fashion Institute of Technology (FIT), in New York City. Co-sponsored by the Weisman Art Museum, this lecture is held in conjunction with *American Fashion Transformed: Four Master Designers* and the Weisman's exhibition *Pattern Language: Clothing as Communicator*. This lecture is free and open to the public.

### **General Information**

The Goldstein Museum of Design at the University of Minnesota supports teaching and research in design through exhibitions, publications, programs, and community partnerships. The Goldstein celebrates diverse cultures through its collections and programs by promoting the appreciation and interpretation of design within social, cultural, aesthetic, and historic contexts.

**The Goldstein Museum of Design is located at 241 McNeal Hall, 1985 Buford Avenue, St. Paul, MN 55108.**

### **Gallery Hours:**

|                            |                    |
|----------------------------|--------------------|
| Monday-Wednesday, & Friday | 10:00 am - 4:00 pm |
| Thursday                   | 10:00 am - 8:00 pm |
| Saturday-Sunday            | 1:30 pm - 4:30 pm  |

*Admission is free!*

This exhibition and programming is funded by the Minnesota State Arts Board in cooperation with the Minnesota State Legislature, the Friends of The Goldstein, the College of Design, and the University of Minnesota.