



FOR IMMEDIATE RELEASE

**SCAD FASH Presents New Exhibition
“Grand Divertissement à Versailles, Vintage Photographs by Bill Cunningham”**

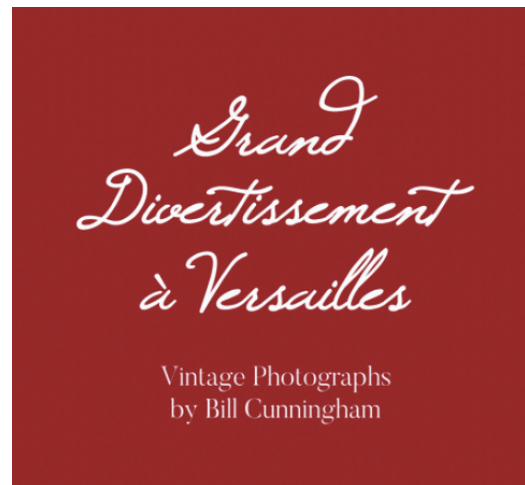
**Previously unseen images taken by legendary photojournalist
at 1973 fashion show “The Battle of Versailles”**

ATLANTA, Georgia — SCAD FASH, the fashion and film museum of the **Savannah College of Art and Design (SCAD)**, is proud to present “Grand Divertissement à Versailles, Vintage Photographs by Bill Cunningham,” an exhibition featuring exclusive images taken by the legendary New York Times photographer at the epochal 1973 fashion show “The Battle of Versailles.” The exhibition will run through **August 21, 2016**.

Despite immense public interest in “The Battle of Versailles” – including two documentary films and a best-selling book *The Battle of Versailles: The Night American Fashion Stumbled into the Spotlight and Changed History* – Cunningham’s photographs have never before been shown publicly.

“The Battle of Versailles” saw the five best French designers of the time (**Marc Bohan of Christian Dior, Pierre Cardin, Hubert de Givenchy, Yves Saint Laurent and Emanuel Ungaro**) present collections alongside five best American designers (**Bill Blass, Stephen Burrows, Halston, Anne Klein and Oscar de la Renta**) to raise funds for the restoration of King Louis XIV’s palace in Versailles, France. Before a 700-person audience of the world’s social and artistic elite — including Princess Grace, Liza Minnelli, Josephine Baker and Andy Warhol — “The Battle of Versailles” established American fashion houses as an innovative counterpoint to the traditionalism of French design.

Bill Cunningham’s perspective on the epochal occasion is an artwork unto itself. As staff photographer and writer for The New York Times, the iconic Cunningham has remained at the vanguard of fashion journalism for over half a century.



“Grand Divertissement à Versailles, Vintage Photographs by Bill Cunningham” exhibits 66 historic images and an original program on loan to SCAD FASH from the private collection of Nancy North, a model who walked in the famed fashion show itself. The images illustrate the moment American design houses became the international arbiters of style, and celebrate the glamour and excitement of the day.

“Grand Divertissement à Versailles, Vintage Photographs by Bill Cunningham” is curated by Alexandra Sachs, executive director of SCAD FASH and Atlanta exhibitions.

SOCIAL MEDIA

SCAD FASH (#SCADFASH) is on Instagram, Twitter (@scadfash) and Facebook (SCAD FASH Museum of Fashion). SCAD (#SCAD) is on Twitter and Instagram (@SCADdotedu) and Facebook (SCAD – The University of Creative Careers).

ABOUT SCAD FASH

SCAD FASH celebrates fashion as a universal language, garments as important conduits of identity, and film as an immersive and memorable medium. Located at 1600 Peachtree — the nexus of the SCAD Atlanta campus — the museum focuses on the future of fashion design. Embedded within the top-ranked SCAD School of Fashion, the museum’s mission and programs are fortified by the on-site expertise of nearly 30 full-time university professors devoted to the study of fashion and film. SCAD FASH connects conceptual to historical principles of dress — whether ceremonial, celebratory or casual — and its dynamic exhibitions, captivating films, and educationally enriching events are open to visitors of all ages.

In collaboration with the National Endowment for the Arts, Blue Star Families, the Department of Defense and museums across America, SCAD FASH will offer free admission to active-duty military personnel and their families through Labor Day.

SCAD: The University for Creative Careers

The Savannah College of Art and Design is a private, nonprofit, accredited university offering more than 100 academic degree programs in 42 majors across its locations in Atlanta and Savannah, Georgia; Hong Kong; Lacoste, France; and online via SCAD eLearning. SCAD enrolls 12,500 undergraduate and graduate students from more than 100 countries. The innovative SCAD curriculum is enhanced by advanced professional-level technology, equipment and learning resources, as well as opportunities for internships, professional certifications and collaborative projects with corporate partners.

In 2015, the prestigious Red Dot Design Rankings placed SCAD in the top four universities in the Americas and Europe. Career preparation is woven into every fiber of the university, resulting in a superior alumni placement rate. In a study of Spring 2014 SCAD graduates, 97 percent were employed, pursuing further education, or both within 10 months of graduation.

Media contact:

FITZ & CO

Katrina Weber Ashour

kweber@fitzandco.com

212.627.1653