Left: Oscar de la Renta beaded and embroidered silk tulle wedding gown, 2010, courtesy of Huma Abedin, New York, image courtesy of SCAD; right: installation of *Oscar de la Renta*, image courtesy of SCAD.

FOR IMMEDIATE RELEASE

SCAD FASH opens to Atlanta crowds
Fashion and film museum welcomes approximately 2,000 visitors on opening day

ATLANTA — Oct. 9, 2015 — The Savannah College of Art and Design (SCAD) is pleased to announce the successful opening of SCAD FASH, the first museum dedicated to fashion and film, at SCAD Atlanta last weekend. Approximately 2,000 visitors attended the Public Grand Opening, averaging nearly 300 people each hour from 10 a.m. to 5 p.m.

The opening weekend also brought in a mass of virtual interest across SCAD FASH's social media channels. Within 24 hours, #SCADFASH was used more than 3,000 times across Twitter and Instagram. SCAD's follower count on Instagram and Facebook increased by more than double. During the private opening gala on Oct. 1, SCAD FASH appeared on the Atlanta Snapstory and was seen by more than 30,000 Snapchat users.

"SCAD FASH is everywhere, and it's easy to see why!" said SCAD President and Founder Paula Wallace. "When you combine an innovative space and an unprecedented exhibition with a generous helping of SCAD student and alumni talent, people notice."

SCAD FASH celebrates fashion as a universal language, garments as important conduits of identity, and film as an immersive and memorable medium. This new museum exists at the international intersection of study, exhibition, and discourse, focused precisely on fashion and film.

SCAD FASH upcycled an existing space at SCAD Atlanta into the elegant museum surrounded by tens of thousands of square feet of academic studios and classrooms for

SCAD students. In addition to its 10,000-square-foot gallery space, SCAD FASH features a student media lounge, a study and conservation lab, a fashion resource library, and a film salon specifically designed for screenings and digital presentations.

The inaugural exhibition, *Oscar de la Renta,* celebrates the house of the late Oscar de la Renta and features garments spanning 50 years from the mid-1960s through the present, including gowns on loan from former first lady Laura Bush and dresses worn by Taylor Swift and Oprah Winfrey, in addition to select garments by Oscar de la Renta's new creative director Peter Copping. The exhibition also includes the film "Ovation for Oscar," which premiered at the Marché du Film at the Cannes Film Festival. Created by SCAD alumni and students, the short documentary provides an intimate look at the making of a major museum exhibition honoring the designer, artist and cultural icon.

Future programming at SCAD FASH will include acclaimed exhibitions such as *i feel ya: SCAD + André 3000 Benjamin,* and *Art x Fashion,* an exploration of reciprocal influences between art and design. Programming is overseen by Laurie Ann Farrell, executive director of SCAD museums and exhibitions.

SCAD FASH is on Instagram and Twitter (@scadfash) and Facebook (SCAD FASH Museum of Fashion and Film). SCAD is on Twitter and Instagram (@SCADdotedu). Follow the SCAD Museum of Art on Twitter (@scadmoa), Facebook (SCAD Museum of Art) and Instagram (@scadmoa). SCAD President and Founder Paula Wallace is on Twitter and Instagram (@PaulaSWallace) and can also be found on YouTube.

About SCAD
The Savannah College of Art and Design is a private, nonprofit, accredited institution conferring bachelor's and master's degrees at distinctive locations to prepare talented students for professional careers. SCAD offers degrees in more than 40 majors, as well as minors in more than 60 disciplines. With 32,000 alumni worldwide, SCAD demonstrates an exceptional education and unparalleled career preparation.

At locations in Savannah and Atlanta, Georgia; in Hong Kong; in Lacoste, France; and online through SCAD eLearning, the diverse student body consists of more than 12,000 students, from across the United States and over 100 countries. SCAD's innovative curriculum is enhanced by advanced, professional-level technology, equipment and learning resources. Curricular collaborations with companies and organizations including Google and the National Council of Architectural Registration Boards (NCARB) affirm the professional currency SCAD champions in its degree programs.

The university, students, faculty and alumni have garnered acclaim from respected organizations and publications worldwide including four consecutive years of No. 1 rankings for the undergraduate interior design program by DesignIntelligence, recognition as one of the 2014 Red Dot Design Rankings' top 10 universities in the Americas and Europe, and the No. 1 graduate fashion program in the U.S. as determined by London-based Business of Fashion. For more information, visit the official SCAD blog.

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