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SCAD OPENS NEW FASHION MUSEUM IN ATLANTA

*Inaugural exhibition to feature designs by
Oscar de la Renta, Peter Copping*

*SCAD FASH in Atlanta complements
SCAD Museum of Art in Savannah*

ATLANTA, Georgia – Aug. 27, 2015 – On Oct. 1, 2015, the Savannah College of Art and Design (SCAD) will debut SCAD FASH, a preeminent fashion museum in one of the country’s largest metropolitan areas. Situated within the SCAD Atlanta main facility at 1600 Peachtree St., the museum will host international fashion exhibitions, films and lectures for students and the public. Visitors will have the rare opportunity to engage with one-of-a-kind garments created by the world’s leading fashion houses as well as looks from SCAD’s permanent collection, featuring designs by Saint Laurent, Oscar de la Renta and Givenchy.

“SCAD FASH celebrates fashion as a universal language and garments as vehicles of identity,” said SCAD President and Founder Paula Wallace. “This museum focuses on the past, present and future of fashion design, connecting conceptual to historical principles of dress, whether ceremonial, celebratory or casual, and welcomes visitors of all ages to engage with cutting-edge exhibitions, educationally enriching events, films and forums, guided by curricula for K-12 students and resources for graduate scholars.”

The new museum will add 10,000 square feet—a public gallery space, a fashion conservation lab and a media library for educational film and digital presentations—to SCAD’s existing 27,000 square feet of academic studio space dedicated to fashion and fashion marketing and management students. As one of the largest fashion museums in the United States, SCAD FASH will enhance and engage the visual design perspectives of students and the public.

Fashion luminary Diane von Furstenberg champions the new museum, saying, “SCAD is an amazing university because it encourages students to design their own careers and express their own visions. As a continuation of this mission, I am confident that SCAD FASH will inspire students, and all those who visit, to inspire others in turn. It’s all about creating that cycle of empowerment.”

The inaugural exhibition, “Oscar de la Renta,” celebrates the house of the late Oscar de la Renta; the Atlanta presentation will feature garments from the mid-1960s through the present, including gowns on loan from 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 will also include 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.

The university opened the SCAD Museum of Art in 2011 in Savannah and attracts more than 40,000 visitors annually. The SCAD Museum of Art has won a 2013 Excellence in Preservation Award from the Georgia Trust for Historic Preservation and a 2014 American Institute of Architects National Honor Award for Architecture. This year, the SCAD curriculum guide for the exhibition “Divine Comedy: Heaven, Purgatory and Hell Revisited By Contemporary African Artists” won first place in the education category of the American Alliance of Museum’s Museum Publications Design Competition. SCAD FASH will provide another venue for the university to showcase looks from its permanent collection that encompasses more than 1,000 garments. Fashion-focused tours, lectures, screenings and gallery talks will be available year-round.

“SCAD FASH is another example of SCAD’s commitment to fashion for both students and professionals alike. The museum demonstrates how this forward-thinking university continues to execute their vision to provide creative talent to this industry,” said Domenico De Sole, one of the founding donors to the SCAD Museum of Art.

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.

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

ABOUT SCAD: THE UNIVERSITY FOR CREATIVE CAREERS

The Savannah College of Art and Design is a private, nonprofit accredited university 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 more than 30,000 alumni worldwide, SCAD provides an exceptional education and unparalleled career preparation. At locations in Savannah and Atlanta, Georgia; Hong Kong; Lacoste, France; and online through SCAD eLearning, the diverse student body consists of 12,000 students, from across the United States and more than 100 countries.

SCAD’s innovative curriculum is enhanced by advanced, professional-level technology, equipment and learning resources. The university, students, faculty and alumni have garnered acclaim from respected organizations and publications worldwide including Time, Vogue and U.S. News & World Report. The graduate fashion program at SCAD is ranked No. 1 in the United States by Business of Fashion.

For more information, visit the official SCAD blog or scad.edu.

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