

To the media

April 2010

**New Exhibition at Museum Bellerive:  
Pap(i)er Fashion  
30 April to 1 August 2010**

Pap(i)er Fashion shows the fascinating history of paper clothes, which firstly conquered America in the Swinging Sixties and thereupon Europe. Fun and modern, paper fashion conformed to the spirit of the time. Pop Art and Op Art themes, logos, newspaper prints, and even the electoral candidates of 1968 decorated these clothes. Today, paper once again enlivens and contributes ideas to the world of fashion on topics such as poetry, recycling, and ersatz textiles. In addition to historical objects, the exhibition shows, among others, works by Akris, Sandra Backlund, Issey Miyake, Paco Rabanne, and A. F. Vandevorst. The exhibition was created in co-operation with the ATOPOS Cultural Organization, Athens.

You are cordially invited to attend the

**Media Conference on Wednesday, 28 April 2010, at 10 am  
Museum Bellerive, Höschgasse 3, Zurich**

Eva Afuhs, Head Curator of Museum Bellerive, will welcome you. You may subsequently join a guided tour of the exhibition offered by Eva Afuhs and Vassilis Zidianakis, co-curator of the exhibition and Artistic Director ATOPOS Cultural Organization, Athens.

Please register for the Media Conference with the enclosed form until 26 April 2010. Should you wish additional information and graphical material or an interview, please contact: Museum Bellerive, Communication, call +41 (0)43 446 69 06 or e-mail [jacqueline.greenspan@zhdk.ch](mailto:jacqueline.greenspan@zhdk.ch)

We should also be pleased to welcome you and your friends to the private view on Thursday, 29 April 2010, 7 pm.

Already today, thank you for your interest and report.

Kind regards,



Eva Afuhs  
Head Curator, Museum Bellerive



Jacqueline Greenspan  
Press and Publicity