



FOR IMMEDIATE RELEASE

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Hollywood Costumes Span a Century

Virginians invited to honor a favorite costume

VMFA's fall exhibition includes an infusion of more than 100 of the most recognizable costumes designed for unforgettable cinema characters covering a century of film-making. Opening November 9, *Hollywood Costume* brings the rich and uniquely American history of film to life through these iconic costumes. Movies are a key aspect of national and global culture, and not only will Virginians have the opportunity to see them in person, but they will also be able to personally engage with the Present a Hollywood Costume program.



The Dark Knight Rises, 2012 ©Warner Bros./The Kobal Collection. Costume designer: Lindy Hemming.

The exhibition represents movies from the Golden Age to modern blockbusters, including *The Wizard of Oz*, *Cleopatra*, *The Blues Brothers*, *Shakespeare in Love*, *Titanic*, *Moulin Rouge*, *Austin Powers: International Man of Mystery*, *Casino Royale*, *Twilight: New Moon*, *Harry Potter and the Half Blood Prince*, and *The Dark Knight Rises*.

Hollywood Costume explores costume design's role in cinema storytelling and includes costumes that have never left private and archival collections in California. Most have never been publicly displayed or seen beyond the secure walls of studio archives.

"The selection of iconic costumes from famous characters packs an emotional punch," Director Alex Nyerges said. "The culture of cinema is a widely recognized and internationally popular art form as a result of the United States' rich and longstanding film industry. Movies are a key aspect of national and global culture. Not only will Virginians have the opportunity to see these cultural artifacts in person, but they may also honor a favorite costume through the Present a Hollywood Costume program."

Hollywood Costume is organized by the Victoria & Albert Museum, London.

Present a Hollywood Costume

VMFA is offering a unique opportunity to be a part of the *Hollywood Costume* exhibition. A limited number of costumes are available to support on a first-come, first-served basis. Presenters will enjoy exclusive access to the exhibition, including invitations to the sponsor dinner and opening reception, VIP exhibition passes and casting credits within the exhibition. Individuals, families and businesses are able to choose costumes ranging from *My Fair Lady* to *Superman* to *Fight Club*. This opportunity

for personal connection reaffirms the exhibition's goal of providing access to the shared cultured experience of American movies.

Programs

VMFA will host *Costumes in Action*, presenting over 60 films represented in *Hollywood Costume*. The program will run throughout the exhibition. A December program, *Teen Stylin'*, will feature high school students from across Virginia who create wearable art and produce a fashion show based on themes from *Hollywood Costume*.

Virginia Partners

VMFA is partnering with Virginia Tourism Corporation; the Virginia Film Office; and the [Virginia Film Festival](#), held in Charlottesville November 7-10. The festival is presented by the University of Virginia and is a four-day celebration of the magic of the movies. It features first-run features and timeless classics, high-profile industry insiders and up-and-coming stars, as well as filmmakers from throughout Virginia and beyond. Amtrak is the exhibition's Official Passenger Rail Partner.

About *Hollywood Costume*:

- TITLE: *Hollywood Costume*
- ORGANIZER: Victoria & Albert Museum, London
- DATES: November 9, 2013 – February 17, 2014
- VMFA COORDINATING CURATOR: Doug Fisher, Director of Exhibition Design
- VMFA PROJECT DIRECTOR: Robin Nicholson, VMFA Deputy Director for Art and Education
- TICKETS: \$20; \$16 for seniors 65+ and adult groups of 10+; and \$10 for students with ID and youth ages 7 – 17
- ITINERARY: In development. Victoria & Albert Museum, London (Oct. 20, 2012 – Jan. 27, 2013) ; Australian Centre for the Moving Image, Melbourne (April 24, 2013 – Aug. 18, 2013); Virginia Museum of Fine Arts (see above); Phoenix Art Museum (March 22, 2014 – July 4, 2014). VMFA is the U.S. premiere and the exclusive east coast venue.
- BOOK: *Hollywood Costume* is edited by Deborah Nadoolman Landis and published by the Victoria & Albert Museum, London. It celebrates Landis' contribution to the telling of the cinematic story in 100 years of Hollywood. Golden age Hollywood costumes are juxtaposed beside all the contemporary classics, with contributions by key designers, actors and directors working in Hollywood today.
- PACKAGES: [Travel and lodging packages](#) are in development.
- SPONSORS: Generous leadership support provided by Mrs. Frances Massey Dulaney and Mr. and Mrs. Fred T. Tattersall. The Banner Exhibition Program at VMFA is supported by the Julia Louise Reynolds Fund. Media partners are NBC-12, Richmond Magazine, and Richmond Times-Dispatch.

About the Virginia Museum of Fine Arts

VMFA's permanent collection encompasses more than 33,000 works of art spanning 5,000 years of world history. Its collections of Art Nouveau and Art Deco, English silver, Fabergé, and the art of South Asia are among the finest in the nation. With acclaimed holdings in American, British Sporting, Impressionist and Post-Impressionist, and Modern and Contemporary art – and additional strengths in African, Ancient, East Asian, and European – VMFA ranks as one of the top

comprehensive art museums in the United States. Programs include educational activities and studio classes for all ages, plus lively after-hours events. VMFA's Statewide Partnership program includes traveling exhibitions, artist and teacher workshops, and lectures across the Commonwealth. VMFA is open 365 days a year and general admission is always free. For additional information, telephone 804-340-1400 or visit www.vmfa.museum.

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Press Contact:

Suzanne Hall, suzanne.hall@vmfa.museum, 804.204.2704

Pryor Green, pryor.green@vmfa.museum, 804.204.2701

Virginia Museum of Fine Arts, 200 N. Boulevard, Richmond VA 23220-4007