



DRESS CODE

Are You Playing Fashion?



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The National Museum of Modern Art, Kyoto

August 9 (Fri.) - October 14 (Mon. National Holiday), 2019

Hours: Regular hours/9:30AM-5:00PM, Fridays and Saturdays: 9:30AM-9:00PM *Admission until 30 min. before closing. Closed Mondays/Exception: Aug.12, Sep.16 and 23, and Oct.14 (Mondays, and National Holidays). Closed on next Tuesdays. Organizer: The National Museum of Modern Art, Kyoto (MoMAK) The Kyoto Costume Institute (KCI)

How did you choose the clothes you are wearing today?

Uniforms, suits, jeans, T-shirts, tracksuits, dresses, trench coats In some cases, we choose our clothing because of the way we feel. In other cases, we decide based on what we are going to do or who we

are going to meet. After all, as with cosplay, there are times when we want to transform ourselves into a different person. On the other hand, fashion is not merely an act of wearing clothing – it is also an act of seeing and being seen. Every culture, society, and group has its own codes. This gives rise to a kind of communication between ourselves and others that resembles a game. Due to the spread of the Internet and social networking, anyone can freely transmit images of their own attire, leading to a new phase in the way in which we engage with fashion. In addition to fashion and art, this exhibition focuses on clothing styles depicted in movies and manga, encouraging viewers to reexamine the latest dress codes in contemporary society and our apparel practices (or games).

[Artists]=●Fashion (Alphabet order).....ALAIÀ, ANREALAGE, ASEEDONCLOÛD, beautiful people, Burberry, CHANEL, COMME des GARÇONS, DIOR, DIOR HOMME, FENDI, GIORGIO ARMANI, GUCCI, HELMUT LANG, ISSEY MIYAKE MEN, JUNYA WATANABE COMME des GARÇONS, KOCHÉ, LOUIS VUITTON, Jeff Koons×LOUIS VUITTON, MOSCHINO, Paul Smith, Thom Browne, TOKIO KUMAGAI, UNIQLO and J.W. ANDERSON, Valentino, Vetements, VIKTOR & ROLF, writtenafterwards, Yohji Yamamoto, YVES SAINT LAURENT, etc. ●Others (Random order) Andy Warhol, Michelangelo Pistoletto, Rosemarie Trockel, Hans Eijkelboom, Kyoichi Tsuzuki, Satoru Aoyama, chelfitsch, Shin-ichi Sakamoto, MUM & GYPSY, etc.



From top to bottom on front page: Left=●COMME des GARÇONS, Spring/Summer 2018 (also above left picture on back page) ●beautiful people, Autumn/Winter 2017 ●MOSCHINO, Spring/Summer 2017, gift of MOSCHINO S.p.A. (above right, back page) ●KOCHÉ, Spring/Summer 2018 (bottom left, back page) ●Michelangelo Pistoletto (Venus of the Rags) 1967 Collection of Toyota Municipal Museum of Art, ©Michelangelo Pistoletto (bottom center, back page) (*) Center=●GUCCI, Autumn/Winter 2018. Right=●CAMPBELL'S SOUP COMPANY, 1968 ●Jeff Koons×LOUIS VUITTON, 2017 (above center, back page) (**) ●COMME des GARÇONS HOMME PLUS, Autumn/Winter 2009 ●Vetements, Autumn/Winter 2017 (bottom right, back page) ●FENDI, 2018. Collection of the Kyoto Costume Institute except for (*), photo by Takashi Hatakeyama except for (**)(**)

[Exhibition-related Events]

Public Open day at ICOM Costume Committee Meeting
Date: September 3, 2019, 13:30-
Venue: Auditorium, ground floor at MoMAK
ICOM members will be given priority over non-members.
For more information: <http://icom-kyoto-2019.org/>

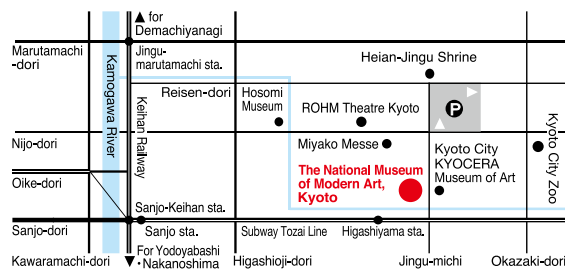
Support: Kyoto Prefecture, Kyoto City, Kyoto Chamber of Commerce and Industry, Japan Apparel-Fashion Industry Council, Nihon Body Fashion Association
Special cooperation: Wacoal Corp.
Cooperation: Japan Airlines, KLM Royal Dutch Airlines, NANASAI CO.,LTD., Yamato Global Logistics Japan Co., Ltd.
Sponsorship: MHD Moët Hennessy Diageo K.K.

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For more details:
<https://www.kci.or.jp/dc>



[Admission(yen, tax included)]

	Day of admission	Advance-Group (20 or more)
Adult	1,300	1,100
University students	900	700
High school students	500	300

* Junior high school students or younger are free. * Collection gallery is available with this ticket. * Visitors with disability and one person accompanying them are admitted free of charge. (Please present certificate at the admission.) * Advance tickets available between Jun. 9 and Aug. 8, 2019. To buy the tickets, please go to Lawson or 7-Eleven (both convenience stores) and find ticketing machines.

[Getting to MoMAK]=By JR/Bus: ●From JR/Kintetsu Kyoto Station (Kyoto-eki-mae boarding area A1), Take Kyoto City Bus No. 5 (toward Ginkakuji Temple Via Heian-jingu Shrine), get off at "Okazaki Koen/Bijutsukan, Heian Jingu-mae". ●From JR/Kintetsu Kyoto Station (Kyoto-eki-mae boarding area D1), Take Kyoto City Bus No. 100 (toward Ginkakuji Temple Via Kiyomizu-dera Temple), get off at "Okazaki Koen/Bijutsukan, Heian Jingu-mae". **By Hankyu/Keihan/Bus:** ●From Hankyu Karasuma Station/Kawaramachi Station or Keihan Sanjo Station, Take Kyoto City Bus No. 5 (toward Ginkakuji Temple Via Heian-jingu Shrine), get off at "Okazaki Koen/Bijutsukan, Heian Jingu-mae". ●From Hankyu Karasuma Station/Kawaramachi Station or Keihan Gion-Shijo Station, Take Kyoto City Bus No. 46 (toward Heian-jingu Shrine Via Gion), get off at "Okazaki Koen/Bijutsukan, Heian Jingu-mae". **By other Bus Routes:** ●Get off at "Okazaki Koen/ROHM Theatre, Miyakomesse" and 5 minutes walk. ●Get off at "Higashiyama Nijo, Okazaki Koen-guchi" and 10 minutes walk. **By Subway:** Get off at "Higashiyama" Station of Kyoto City subway Tozai Line and 10 minutes walk. **By Car:** There is no official MoMAK parking lot. Please use the Okazaki-koen Parking Lot (underground). Paying visitors can receive a discount for one vehicle per person upon presenting their parking tickets. The discount consists of a subtraction of 200 yen from the total parking fee.

This exhibition is held on the occasion of the ICOM Kyoto 2019 General Conference.