



ABC

centro de arte / dibujo / ilustración

#FINAESTAMPA_
EXHIBITION 15 JAN — 19 MAY 2019

The art of drawing fashion

_ A total of twenty-two artists working on fashion and illustration and more than 150 original works. They are national and international and both emerging and well established. For the first time in Spain, #FINAESTAMPA_ brings together the works of top artists in this field. It is the first time in over a decade that this discipline has been presented in a museum.

_ Thanks to the digital revolution and the social networks, fashion illustration is currently experiencing an unprecedented boom. Instagram has been essential in the path to success of many of the artists presented here.

_ Experiencing what is considered its Second Golden Age, the illustration of fashion as an art form is being vindicated. This field has its roots in the works of such masters as Mats Gustafson, David Downton, Aurore de la Morinerie, François Berthoud, Jean-Philippe Delhomme, Unskilled Worker, Gill Button, Hiroshi Tanabe, Jason Brooks, Tanya Ling or Jordi Labanda. And it continues with leading figures like Ricardo Fumanal, Richard Haines, Richard Kilroy...

_ More than half of the selected artists are women who are setting the pace. This includes artists such as Blair Breitenstein, Laura Gulshani, Inés Maestre, Hellen Bullock, Rosie McGuinness, Cecilia Carlstedt, Amelie Hegardt, Jowy Maasdamme...

_ The exhibition is part of the official programme of the second edition of Madrid Design Festival and counts with the collaboration of NH Collection Hotels.

It is in this decade when illustration and fashion ride together again. #FINAESTAMPA_ is an opportunity to confirm their strength and thrust. The work of the twenty-two artists present here demonstrates that there is no boundary between art and illustration. What we value now is their ability to create their own language. Some of them want to get rid of whatever is superfluous. Some of them create wonderful worlds from where no one would like to escape. We come across minimalists, expressionists, almost conceptual artists, who belong to different generations. All of them are willing to point out that there is life beyond Gruau. The exhibition will be seen in Museo ABC from 15 January until 19 May 2019.

MADRID
DESIGN
FESTIVAL
19

WITH THE COLLABORATION OF



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A SECOND GOLDEN AGE

This is a glorious time for fashion illustration, with drawings by artists from across the world filling the pages and headers of such emblematic magazines as *Vogue*, *Harper's Bazaar* or *L'Officiel* and even newer ones such as *T Magazine*, *Visionaire* and *Dazed*. «Watercolor, free line drawing and collage once again are the protagonists, as they were in the first Golden Age of illustration, which took place between the 1920s and the late 1970s. This ancient practice that was made great by Gruau, Bouché, Eric or Blossac», explains **Jesús Cano**, curator of the exhibit.

But it is in another ecosystem –one that lies somewhere between the dictatorship of photography and the narcissism of the selfie– where fashion artists illustrators have found the greatest inspiration: the social networks. Especially in Instagram. The 'likes' are making them universal. Once again, the brands rely on them for their campaigns, just as Marcel Vertes, Kenneth Paul Block and Andy Warhol did in the past. For some time now, the line between art and fashion illustration has blurred so that these creators no longer use the adjective 'commercial'. Today, some contemporary art collectors desperately seek out original works of these creators. Specialized art galleries have been created. The time to reclaim fashion illustration as a form of art in itself has clearly arrived.

IT IS HAPPENING

#FINAESTAMPA_ synthesizes a precise moment, that of fashion illustration in the second half of the 21st century, through aesthetic and technical works that have been created during this time. It is an x-ray of a discipline, which, since its origins, has been a reflection of society, with as many nuances and sensitivities as the individuals creating it. While photography serves to effectively portray reality, illustration does so in a much more up close, emotional and therefore, subjective manner. With these drawings, the garment ceases to be a commercial product, becoming an abstract object that is appealing and inspirational, faithful to our times.

«The twenty two contemporary masters of fashion illustration that are included in this exhibition do not share one common technique or characteristic. Some of them work in pencil, others with the digital brush, others with watercolor; but in all of these cases, the result is an attractive, elegant and unique image, that is, a 'fine stamp'», declares the curator.

The exhibition also serves as a homage to the personal history of each of the twenty-two presenting artists. Theirs are incipient stories, but already well appraised ones, with others that refer to the masters of illustration. Nevertheless, all of them, emerging and well established, are drawing and promoting the golden story of this discipline. And all of this, without filters and without selfies.



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While editions on fashion illustration are every becoming increasingly common, it is still rare for this discipline to be included in museum exhibitions. «**#FINAESTAMPA_** offers a unique opportunity to view original pieces up close, to scrutinize the technique, observe the brush strokes and get to know these authors who we tend to follow and vote for on the social networks, while often failing to learn about their trajectory and references», states **Inmaculada Corcho**, director of the Museo ABC.

ABOUT THE CURATOR

Jesús Cano is a journalist and designer. He currently writes monthly columns on art in *Elle Decoration* and *ABC Cultural* (ABC newspaper). He also collaborates with other media, writing about fashion, interior design and travel. He has curated among other exhibitions *El tiempo del Collage* for *Mujer Hoy* magazine and Espacio Sin Título art gallery, *Paco Rabanne: Trayectoria* for Puig, *Tiempo de Feminidad. 10 Fotografías Españolas* for Omega or *Carlos Sáenz de Tejada. La elegancia del dibujo* together with Inmaculada Corcho in Museo ABC

He is currently professor at the Master in Communication of *El Cultural* (*El Mundo* newspaper), jury member of AD Awards, and Trustee of Colección ABC Foundation.

ABOUT THE MUSEO ABC

The Museo ABC is located in Madrid, in a modern building of almost 4,000 m², which hosts the Colección ABC. Inaugurated in 2010, it hosts some 150,000 drawings and illustrations created by over 1,500 artists. Its objectives include maintaining, studying and disseminating the Colección ABC, as well as designing and developing activities related to drawing and contemporary illustration, comic, animation, graffiti, among others. It has become a top site in these disciplines and thanks to its collection and programming, it is a unique proposal in Spain and Europe.

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MUSEO ABC. AMANIEL 29-31, MADRID. 28015 MADRID

FOR MORE INFORMATION ON PRESS, INTERVIEWS OR GRAPHIC MATERIALS

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