



News Release

V&A announces partnership with State Tretyakov Gallery and Vogue Russia

17 June 2016

The V&A today announces a major three-way partnership between the State Tretyakov Gallery in Moscow and Vogue Russia. The collaboration, which builds on the V&A's ongoing relationship in and with Russia, will see the partners collectively develop and curate a major new exhibition.

The exhibition will examine the influence of Russia on 20th-century and contemporary Western fashion and will engage with key periods and styles in Russian history, including: Russian folk culture, influence of the Russian court and imperial costume, Russian avant-garde and revolutionary romanticism, and Perestroika. The exhibition will include fashion, film, fine art, photography and costume and feature works by leading artists and designers from Bakst to Rodchenko, Paul Poiret to Jean Paul Gaultier. It will draw on a range of collections from the V&A, the State Tretyakov Gallery and The Vogue Archive, and will be complemented by international loans. It is anticipated the exhibition will open at the V&A in 2020 before being presented at the State Tretyakov Gallery in Moscow in spring 2021.

The V&A holds significant Russian collections of metalwork, jewellery and theatre and performance-related objects, as well as Russian furniture, textiles, glass, sculpture and paintings. Russian objects can be seen across the V&A's galleries including the recently-reopened Europe 1600-1815 Galleries. The Museum has held many successful exhibitions at various venues in Russia and has also played an important role in bringing an understanding of Russian culture to Europe through exhibitions such as *Russian Avant-Garde Theatre: War Revolution and Design 1913-1931* (2014 –2015), *The Treasures of the Royal Courts: Tudors, Stuarts and the Russian Tsars* (2013) , *Diaghilev and the Golden Age of the Ballets Russes, 1909-1929* (2010) and *Magnificence of the Tsars: Ceremonial Men's Dress of the Russian Imperial Court, 1721-1917* (2008 –2009).

Martin Roth, Director of the V&A said: “*This exciting partnership will see the Museum embark on a new era of working with Russia and initiate the process of not just cultural exchange but co-creating cultural content. Russia is a fascinating country of contrasts, but it remains shrouded in*

mystery. This co-curation presents a wonderful opportunity to work with our Russian partners to promote greater understanding of Russia's rich and diverse cultural history."

Zelfira Tregulova, Director General of State Tretyakov Gallery said: *"With this exhibition the Tretyakov Gallery is embarking on a new type of exhibition project, developed in close partnership with British and international institutions, following the aim to make obvious and visible that in the 20th century Russia, with all of the turmoils it went through, had a strong and long-lasting impact on the way of creative thinking, reflected in different artistic fields. This time we will be exploring the territory of fashion and lifestyle, relying on the expertise of our colleagues, first of all the V&A, which is today the world's leading museum of art and design, creating challenging and sophisticated exhibitions, which are highly appraised by specialists, media and the public."*

Anita Gigovskaya, President of Conde Nast Russia said: *"Russia has never itself been a power in world fashion, but it has often had the power to influence world fashion. This is because of the truly gigantic scale of the country itself, its dramatic history, and the endless variety of its ethnographic and cultural landscape. This encompasses many contrasts -- between the exotic East and Slavic romanticism, between the unrestrained luxury of Byzantium and northern reserve -- offering a rich visual range alongside its thrilling history of plot and intrigue and creating a perfect breeding ground for ideas of design."*

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NOTES TO EDITORS

About the V&A

The V&A is the world's leading museum of art and design with collections unrivalled in their scope and diversity. It was established to make works of art available to all and to inspire British designers and manufacturers. Today, the V&A's collections, which span over 5000 years of human creativity in virtually every medium and from many parts of the world, continue to intrigue, inspire and inform.

www.vam.ac.uk/international-russia

About State Tretyakov Gallery in Moscow

The State Tretyakov Gallery is a major collection of Russian art, founded 160 years ago by a Moscow merchant Pavel Tretyakov with the aim to create the first museum of national art, available to everybody. Today it holds more than 180,000 art works, spanning from 11th-century icons to contemporary Russian art, including a world famous collection of the Russian avant-garde. Open to new developments, initiating new approaches, searching for wider audiences in the country and worldwide, the Tretyakov Gallery is reflecting today on the past

and the present, on the national and international and responding to current challenges.
www.tretyakovgallery.ru/en/

About Vogue Russia

Vogue was launched by Conde Nast in Russia in 1998 and soon set a new standard of fashion photography and journalism in the country. Over the past 17 years, Russian Vogue has invested more in its editorial than any other fashion magazine working with the most important writers, leading photographers, world-renowned models and fashion stylists of our time. Russian Vogue is widely involved in cultural life. The *Nude in Vogue* exhibition in 2013 at the Pushkin Museum displayed best nude portraits of fashion models over the entire history of Vogue along with world-famous masterpieces. Multimedia Art Museum Moscow hosted *Dance in Vogue*, a photo exhibition in 2011 and *Russia in Vogue* in 2013. Vogue Russia is a multi media brand (magazine, digital, social media) with a total reach of more than 4.5 million people.

www.vogue.ru

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