



FOR IMMEDIATE RELEASE

Press contacts:

US: Hilda Cullen, 206.789.5707 ext. 25, hildac@nordicmuseum.org

Iceland: Ilmur Dögg Gísladóttir, 00354 5517019, ilmur@nordice.is

**NORDIC HERITAGE MUSEUM AND
NORDIC HOUSE REYKJAVIK ANNOUNCE
2011 NORDIC FASHION BIENNALE**

**MAJOR FASHION EVENT WILL INCLUDE EXHIBITION,
FASHION SYMPOSIUM, AND
NORTH BY NORTHWEST FASHION COMPETITION**

Exhibition: *Looking Back to Find our Future*, September 30 – November 13, 2011

Fashion Symposium: September 30 – October 2

***North by Northwest* Fashion Competition:**

Deadline for N x NW entries: extended to August 1, 2011

N x NW Finalists displayed: September 30 – November 13, 2011

Winners announced: November 15, 2011

Nordic Heritage Museum, Seattle

www.nordicfashionbiennale.com

Seattle—The Nordic Heritage Museum, Seattle and Nordic House, Reykjavik are proud to announce the 2011 Nordic Fashion Biennale taking place this fall at the Nordic Heritage Museum in Seattle, Washington. This will be the first time this event is being held in the United States. The Nordic Fashion Biennale was launched by the Nordic House, Reykjavik in 2009 in Reykjavik, Iceland, and included more than 60 designers, artists, musicians and speakers.

The 2011 Nordic Fashion Biennale is being produced by the Nordic House, Reykjavik and the Nordic Heritage Museum. The highlight of the Nordic Fashion Biennale is an exhibition, *Looking Back to Find our Future*, curated by New York-based Icelandic artist Hrafnhildur Arnardóttir. Arnardóttir is well known for her collaboration with Björk and for her commissioned work for the Museum of Modern Art in New York.

Looking Back to Find our Future will include fashion and jewelry from Denmark, the Faroe Islands, Finland, Greenland, Iceland, Sweden, and Norway. Cutting-edge contemporary fashion, design, and installations throughout the Museum will blur past and present, highlighting traditions of craft and creativity in Nordic design. The exhibition will

demonstrate how important the influences of nature and heritage are for Nordic designers.

The Nordic Fashion Biennale will feature a two-day symposium with international speakers. The program will focus on themes of sustainability, cultural heritage and branding.

What does it mean to be inspired by Nordic design? Twelve emerging fashion designers are going to find out. An exciting new element of the Biennale is a fashion competition, *North by Northwest (N x NW)*. The purpose of the competition is to inspire creativity, encourage emerging designers to seek out new directions, and spark awareness of new trends in Nordic fashion. Two lucky winners will win a trip to Iceland.

The competition is open to fashion students, recent fashion school graduates (received fashion degrees within the last 2 years), and emerging fashion designers; who reside on the West Coast of the US or Canada. There will be two winners: one chosen by a panel of fashion industry experts and one winner, the People's Choice Winner, chosen by a public vote. The competition opens May 5, 2011 and the deadline for entries is August 1, 2011. Entries must be an original creation that is wearable and inspired by Nordic design: either an article of clothing, or a fashion accessory such as shoes, a hat, scarf, handbag, piece of jewelry, etc. The entries will be judged on creativity, feasibility, and execution.

12 entries will be chosen as finalists, and these entries will be displayed at the Nordic Heritage Museum in conjunction with the Nordic Fashion Biennale exhibition this fall, from September 30 to November 13, 2011. The finalists' entries will also be posted online, and people around the world will be able to vote on their favorites. The two winners will be announced on November 15, 2011. Complete information about the competition, including how to enter, is posted on our website at www.nordicfashionbiennale.com.

#

For general information, visit www.nordicmuseum.org or phone (206) 789-5707

*Museum hours: Tues-Sat 10 am to 4 pm; Sun 12 noon to 4 pm; Mon closed
The Museum is located at 3014 NW 67th Street, Seattle, WA 98117*

About the Nordic Heritage Museum

With over 55,000 visitors annually, the Nordic Heritage Museum is a cultural treasure in the Pacific Northwest. It is the only museum in the United States that represents the cultural heritage of all five Nordic countries: Denmark, Finland, Iceland, Norway and Sweden. The Museum's mission is to share Nordic culture with people of all ages and backgrounds by exhibiting art and objects, preserving collections, providing educational and cultural experiences and serving as a community gathering place. The Nordic Heritage Museum presents a wide range of vibrant programs including contemporary art exhibitions, outstanding concerts, lectures and films and a variety of special events throughout the year.

About Nordic House, Reykjavik

The Nordic House in Reykjavik is a cultural institution opened in 1968 and operated by the Nordic Council of Ministers. Its goal is to foster and support cultural connections between Iceland and the other Nordic countries. To this end the Nordic House organizes a diverse program of cultural events and exhibitions. The Nordic House is the only building in Iceland designed by an internationally acclaimed architect, Finnish modernist Alvar Aalto.