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International Fashion Leaders and Innovators to Headline *NFB 2011 Fashion Summit*

Two-day symposium kicks off the **2011 Nordic Fashion Biennale** (Sept. 30 - Nov. 13) — an exhibition and celebration of Nordic design, fashion and innovation

Seattle — August 25, 2011 — The **2011 Nordic Fashion Biennale**, a six-week-long exhibition celebrating design, fashion and innovation, will kick-off on September 30 with the two-day **NFB 2011 Fashion Summit** featuring top international designers and artists. The summit is designed to inspire conversation and exploration between master professionals, industry leaders, emerging designers, fashion students and trend setters. Key themes that are woven throughout the summit include slow fashion, sustainability and design, cultural heritage, and the business of fashion.

This unprecedented gathering in Seattle of top international fashion experts and designers will feature key presenters including:

- **Áslaug Magnúsdóttir**, Iceland
Founder of *Moda Operandi* who has been dubbed 'fashion's fairy godmother' by Vogue and 'one of the most influential people in British retail by Draper's
- **Henrik Vibskov**, Denmark
Founder of his self-named label and a sought-after international performer and drummer
- **Orlando Palacios**, United States
Owner and head-designer of the renowned New York haberdashery Worth & Worth.
- **Annika Axelsson**, Sweden
One of the founders of *DEM Collective*
- **Yvan Mispelaere**, France
Creative Designer for *Diane Von Furstenberg*

Additional highlights from the two-day program include:

Day 1: September 30

The first day will include a series of presentations covering, among other topics, forecasting fashion trends, slow fashion, ethics of fashion, and how to build a brand. The day will conclude with a screening of "**Rabbit Hole**," Icelandic designer Mundi's first foray into film which premiered at Paris Fashion Week 2010.

From 6- 8 pm, summit participants are invited to join VIPs at the Grand Opening of the Nordic Fashion Biennale.

Day 2: October 1

Day two will focus on the business of fashion, highlighting the personal journeys of success from some of fashion's most respected experts including **Pauline Brown**, **Steinunn Sigurðardóttir**, **Áslaug Magnúsdóttir** and **Yvan Mispelaere**. The day will conclude with a thrilling performance by the mesmerizing **Henrik Vibskov**.

Nicole Marion Miller, Owner and Creative Director of Blackbird, will moderate the summit along with New York-based Icelandic stylist and designer **Edda Gudmundsdóttir**.

A complete list of topics, speakers and presenters, as well as registration information, is available at: www.nordicfashionbiennale.com. Cost for the two-day summit is \$150 (\$60 students) and space is very limited so those interested are encouraged to register quickly.

The Nordic Fashion Biennale 2011

The Nordic Fashion Biennale 2011—produced by the Nordic House, Reykjavik, and the Nordic Heritage Museum, Seattle— will run from September 30 - November 13 and will feature an exhibition of works from international designers from Denmark, Finland, Iceland, Norway, and Sweden, with a special focus on the Western Nordic regions of Iceland, Greenland, and the Faroe Islands.

The complete Biennale program includes a number of design-focused events, including:

- **Looking Back to Find our Future:** A six-week installation and exhibition, curated by New York-based Icelandic artist Hrafnhildur Arnardóttir (aka *Shoplifter*) who is known for her collaboration with Björk and for her commissioned work for the Museum of Modern Art in New York (September 30 - November 13)
- **Nordic Street Fashion:** Photography exhibition of street fashion from Copenhagen, Helsinki, Oslo, Reykjavik, Stockholm, Greenland, and the Faroe Islands.
- **NFB 2011 Fashion Summit:** Two-day fashion summit with international speakers, centered on the themes of sustainability and fashion, slow fashion, and cultural heritage (September 30 - October 1)
- **North by Northwest Fashion Competition:** A competition created to encourage talented West coast designers to seek out new directions, and spark awareness of new trends in Nordic fashion.

The 2011 Nordic Fashion Biennale is being produced in part due to the generous support from numerous partners including Iceland Naturally, Icelandair Cargo, Icelandic USA, Marel, Trilogy International Partners, Volvo, Scan|Design Foundation by Inger & Jens Bruun, Barbro Osher Pro Suecia Foundation, Artsfund, 4Culture, and Seattle Office of Arts & Cultural Affairs.

For complete information about the Nordic Fashion Biennale, visit www.nordicfashionbiennale.com

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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.

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 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.