

VCUQatar Faculty Participate in ‘Dressing Up, Going Out, Eating In’ Exhibition

Doha, Qatar – Katara Art Center hosts ‘Dressing Up, Going Out, Eating In,’ an exhibition by Virginia Commonwealth University faculty in collaboration with other designers. The exhibition runs from 28 January until 8 March 2014 at the Katara Concept Space, with an opening on 28 January at 6:00pm. The event is open to the public.

The exhibition is a collaboration among designers Della Reams, assistant professor in the Fashion Design department at VCUQatar, Johan Granberg, assistant professor in the Interior Design department at VCUQatar, Jeanine Hill Rasmussen, and VCUQatar alumna Rana Rwaished. It is a scenographic setting of the dining ritual featuring fashion, furniture, textiles, tableware, lighting and Arabic calligraphy - all of which are being produced collaboratively using a relay method among the creators.

The setting comprises three areas: a dining area, a sitting area, and a majlis area. The exhibition includes new clothing for two couples - hand-manipulated machine-knitted mohair dresses by Reams, and men's travel jackets (with pants) by Granberg. The travel jackets have detachable hoods, which are covered by Reams' knitted wool fabric, featuring Arabic writing that says "Jacket". The jackets are casual when the hoodies are worn with them, and more formal when the hoodies are detached. There will be models wearing this clothing at the opening (on 28 January at 6:00pm).

The dining area will feature wooden table and leather-covered chairs by Granberg, ceramic tableware by Hill Rasmussen, digitally-designed laser-cut fiberboard lighting by Rwaished, and a wool knitted carpet by Reams, which has "Carpet" in Arabic knitted into it. The sitting area has wooden table and leather-covered chairs by Granberg, with a wool textile center by Reams (which spells "table" in Arabic), ceramic teapot and cups by Hill Rasmussen, lighting by Rwaished, with another carpet by Reams.

The majlis area has two leather majlis sofas, with two leather chaise longues, a wooden coffee table with Arabic lettering etched in the center, wooden end tables (by Granberg) lighting by Rwaished and a wool knitted carpet and silk covered cushions by Reams. The walls will feature a few more rugs and possibly other items. Granberg will have digitally etched cutting boards among the items for sale (which include almost everything in the exhibit.)

All four designers have exhibited internationally prior to this exhibition, “but this is a special exhibition where we have been working to create an environment together. We use a relay method, where one person designs a part of an item, then passes it on to the next person to finish it,” says Reams. Rwaished adds, “I'm excited and nervous at the same time, I was called in to replace another member, my time frame wasn't as long as the others so that was an interesting challenge to accept and make something for the show.”

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Note to Editors:

About Virginia Commonwealth University in Qatar:

VCUQatar is the Qatar campus of the prestigious Virginia Commonwealth University School of the Arts in Richmond, Virginia. Established in 1998 through a partnership with Qatar Foundation, VCUQatar offers students the opportunity to earn a Bachelor of Fine Arts degree in fashion design, graphic design, interior design and painting & printmaking, a Bachelor of Arts degree in art history and a Master of Fine Arts degree in design studies.

Through all its programs, research projects and community activities, VCUQatar continues toward its vision of a Qatari society that innovates through art and design. In addition to a comprehensive annual public events program that includes a wide range of exhibitions, lectures and fashion events, the University hosts the biennial international design conference Tasmeeem and the biennial Hamad bin Khalifa Islamic Art Symposium, attracting globally recognized designers, academics and thinkers while fostering sustainable, university-community partnerships that enhance the educational, economic and cultural vitality of Qatar. For more information please visit www.qatar.vcu.edu

Qatar Foundation – Unlocking Human Potential

Qatar Foundation for Education, Science, and Community Development (QF) is a private, non-profit organization that is supporting Qatar on its journey from carbon economy to knowledge economy by unlocking human potential, for the benefit of not only Qatar, but the world. Founded in 1995 by His Highness Sheikh Hamad bin Khalifa Al Thani, the Father Emir, QF is chaired by Her Highness Sheikha Moza bint Nasser.

QF's work encompasses education, research and community development. World-class universities are brought to Qatar to help create an education sector in which young people can develop the attitudes and skills required for a knowledge economy. At the same time, QF builds Qatar's innovation and technology capacity by developing and commercializing solutions through key sciences. The Foundation also works to foster a progressive society while enhancing cultural life, protecting Qatar's heritage and addressing immediate social needs in the community. For a complete list of QF's initiatives and projects, visit <http://www.qf.org.qa>

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