

FOR IMMEDIATE RELEASE

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FASHION SHOW AT MUSEUM OF SCIENCE INTEGRATES ART AND TECHNOLOGY AND FEATURES WORK BY  
YOUNG INDEPENDENT DESIGNERS

BOSTON, MA -- **seamless: computational couture**, a stylish runway event featuring artistic and technological advances in the realm of clothing, will take place at the Museum of Science on February 1 at 7:00PM. Curated by Christine Liu and Nicholas Knouf (MIT Media Lab master's students) and Lisa Monroe (Director of Brainy Acts special programs at the Museum), **seamless** features original fashions created by students of MIT, RISD, Parsons, and NYU; plus young designers from Boston, New York, Seattle, and Cleveland. The fashion show will display innovative and experimental works that reinvent how we think about clothing and the body. The designs approach this reinvention with an array of perspectives that include the physical, psychological, social, technological, political, educational, and aesthetic.

"Seamless is a fabulous event for Boston; it fosters a deep, creative resonance among the art, technology, and fashion communities" said Liu. "We want to showcase an alternative view of the future of fashion, one that combines technology and clothing in an engaging and aesthetically-pleasing way," said Knouf.

Some featured works include:

- *Endangered Senses*, by Gemma Shusterman (MIT Media Lab master's student), an elephant-inspired costume that picks up infrasonic and seismic vibrations and allows people to experience a sensation of endangered animals that is not possessed by humans.
- *Sonic Fabric*, by Alyce Santoro (Brooklyn artist), a set of garments woven from part recycled magnetic tape and part cotton and audibly "played" by the wearer using a modified Walkman. Earlier custom garments made from the material were worn by the percussionist from the band Phish in 2004.
- *Heartbeat Hoodie*, by Diana Eng (RISD, '05), a garment that takes pictures as your heart rate increases in a form of "involuntary blogging". Eng is a contestant on the current season of Bravo's *Project Runway*, a competition for up-and-coming fashion designers, hosted by Heidi Klum.

This is the second edition of the fashion show and represents a continuation of the goals and desires expressed in the first **seamless** show at the MIT Media Lab in May 2005, attended by over two hundred people. That event, independently produced by Liu and Knouf, garnered wide recognition in local, national, and international press outlets and thus demonstrated the interest of the general public in the future of fashion.

Writing about the first show, Emily Sweeney of the Boston Globe said, "A groundswell of home-grown inventors and designers, educated right in our backyard, is working to put the region on the fashion industry map."

Immediately following the show the designers, models, and producers will be available for interview and photo opportunities.

**seamless** at the Museum of Science is generously sponsored in part by Motorola, Glacéau Water, East Coast Lighting and Production Services, and Natalia Allen, Inc. Photography of the models and designers will be by Kate Kunath of New York City, with hair by Shelley Chesson. Music by Lars Blackmore of MIT Dance Mix Coalition, with live videography by sosolimited of Cambridge. The show will be emceed by Chris Csikszentmihályi, Muriel R. Cooper Career Development Professor of Media Arts and Sciences and head of the Computing Culture Group at the MIT Media Lab.

Tickets for **seamless: computational couture** cost \$10 and include a dessert reception. Advance purchase is strongly recommended. Tickets may be purchased by phone at (617) 723-2500, online at <http://www.mos.org/art>, or in person at the Museum of Science box office. For more information, call (617) 589-0419, or e-mail [seamless-producers@sigtronica.org](mailto:seamless-producers@sigtronica.org).

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