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**—High Tech Meets High Fashion at the Museum of Science, Boston—**

**SEAMLESS: computational couture**

Wednesday, January 30, 8 p.m.



One of the featured designs in SEAMLESS, *Party Dress* designed by Dana and Karla Karwas, seamlessly integrates architecture and fashion as it transforms into a pavilion space that can accommodate up to 20 people.

**BOSTON (January 9, 2008)**—On Wednesday, January 30, fashionistas and techies will unite at **SEAMLESS: computational couture**, a fashion show and celebration that fuses cutting-edge style with the latest advances in technology. At this evening event that kicks off at 8 p.m., the Museum of Science exhibit halls will be transformed into a catwalk for “computational couture,” showcasing 20 selected, emerging designer teams from around the globe and creations that push the boundaries of wearable technology. Models wearing the interactive clothing will strut to live media performances by video artists *sosolimited* and DJs Eddie O and Mike Uzzi of *Zero G Sounds*. Following the fashion show, the evening evolves into a living exhibition, where guests have an opportunity to view the featured designs up-close and meet the designers. The event will be emceed by designer **Steven Rosengard**, from the three-time Emmy-nominated competition reality series “**Project Runway**” (Season 4) on Bravo TV.

Designs that will be featured in **SEAMLESS: computational couture** include:

- **Party Dress by Dana and Karla Karwas (New York):** A bustling dress shared by five women (shown in the images above), *Party Dress* transforms from a garment into a pavilion space as the women glide away from each other. With room for up to 20 spectators, *Party Dress* flirts with traditional concepts of public and private space.
- **Peau d’Âne – Sky, Moon and Sun Dresses by Valérie La Montagne** with Lynn Van Gastel, Patrice Coulombe and David Beaulieu (**Montreal**): Inspired by the Charles Perrault fairy tale *Peau d’Âne*, in which a young princess orders the impossible from her doting stepfather in order to avoid having to marry him: three dresses made of the sun, moon, and sky. “*Peau d’Âne*” incarnates these “impossible” dresses in a material form. A weather antenna culls live weather data that transforms the dresses, reflecting the changing barometric characteristics of sky, moon, and sun in real-time. The *Sky Dress* changes structure and movement based on wind velocity

and direction. The Moon Dress displays changing color patterns based on the 28-day cycle of the moon. The Sun Dress is embroidered with LEDs set alight based on UV and sun intensity readings.

- **Solar Vintage by Elena Corchero (Scotland & UK):** A collection of solar powered decorative accessories for the eco-fashion-minded consumer. The collection features a handheld fan that is charged while used outdoors during the day. When brought indoors in the evening, it transforms into an ambient light display for the home, powered only by energy stored earlier.
- **ok2touch by Jay Silver and Jodi Finch (Boston):** A jacket whose intention is promoting interaction with people, ok2touch has contacts on the outside of the arm-sleeve that correspond to different musical tones. When another person holds the hand of the wearer with one hand and touches the contacts on the jacket with the other hand, a tone will be played. However, if there is no hand-holding, the musical tones are not activated. The magic “on switch” is holding hands with the person wearing the jacket.
- **Vanity Ring by Markus Kison (Germany):** Rings are well known status symbols, and the jewel’s carat weight is considered a comparable value for the personal ranking of its owner. The Vanity Ring doesn’t have a jewel, but instead displays the number of “google hits” for the name of the ring’s wearer – arguably a more adequate ranking in modern times. The display changes to show the personal “attention carats,” and can be inserted into a docking station where it is reloaded and updated.

**A complete list of featured designers and their designs is available at [mos.org](http://mos.org) and at [seamless.sigtronica.org](http://seamless.sigtronica.org).**

The event is co-produced by the Museum of Science; **SEAMLESS** co-founder, Christine Liu; and designer and PhD candidate at the MIT Media Lab, Amanda Parkes. Funding for **SEAMLESS** is provided by the Barbara and Malcolm L. Sherman Fund for Adult Programs. Media Sponsorship for **SEAMLESS** is provided by Metro Boston. Presenting Sponsor: Reebok.

Tickets to **SEAMLESS** are \$15 in advance / \$18 on the day of show. A cash bar and refreshments will be available. For more information or to purchase tickets in advance, visit [mos.org](http://mos.org) or call 617-723-2500, (TTY) 617/589-0417. Advance purchase is strongly recommended; past **SEAMLESS** events welcomed sold-out crowds.

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