



Like a Snowflake in the Wind: A Winter Wonderland

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Preliminary Press Release:

Andy Warhol Museum Presents “Like a snowflake in the wind: A Winter Wonderland,”
Pittsburgh, PA

Step into a world of glistening snow and high-end fashion at the Andy Warhol Museum with the enchanting unveiling of “Like a Snowflake in the Wind: A Winter Wonderland,” opening December 15, 2024. Featuring the iconic stylings of Chanel, Dior, and Guo Pei, the exhibition transforms high-end fashion into an ethereal winter dream, drawing inspiration from the seasonal allure of winter wonderlands and the enduring magic of Christmas in American culture. Notable guests Rihanna, Mariah Carey, and Andrew Bolton join the celebration, bringing unparalleled insight into pop culture, fashion, exhibitions, and art. These special guests lend a contemporary perspective to the exhibition, linking couture with the holiday’s nostalgic and vibrant celebration. The exhibition taps into the legacy of winter as a season of wonder and the unique American relationship with Christmas as a time for heartfelt connection and celebrated consumerism. “A Winter Wonderland” will guide visitors through a stunning array of garments, where the craftsmanship and imagination of high-end designers evoke winter’s quiet elegance and its festive brilliance. Featuring pieces include Karl Lagerfeld's last Ready-to-Wear line, Shrimpton Couture’s ice maiden dresses, and Guo Pei’s Himalayan-inspired gowns, each design illuminating the timeless allure of winter. This exhibition is more than fashion; it’s an experience that captures winter’s beauty.

Andy Warhol would be the ideal choice for our winter wonderland theme. Since Christmas has become such a significant American cultural tradition, we wanted to pay homage to the roots of American culture. The song "Winter Wonderland" was written by Richard Smith, who dedicated the song to his hometown in Honesdale, Pennsylvania (Schneck, 2021). To continue with the pride and themes of American tradition, I found the Andy Warhol Museum in Pittsburgh. It is fitting to pay tribute to the origins of the song coming from Pennsylvania. Warhol's work highlights the fusion of innovation, art, emotion, consumerism, and pop culture (The Andy Warhol Museum's 30th Anniversary Mini Documentary, 2024). The museum's location in Pittsburgh, historically known as an industrial city, immediately relates to Americans' history with fast fashion. The Industrial Revolution changed the face of fashion in the early 1900s. With classic cult movies, such as *A Christmas Carol* and *The Nightmare Before Christmas*, and the new integration of AI into technology and design, I felt that the Andy Warhol Museum would be a great place to showcase these elements amidst visuals of forests and imagery projected on the walls. With Andy Warhol being the king of pop art and AI being used to generate numerous images daily, I thought it would be brilliant to present these images at the museum.

Christmas is credited to the use of evergreens to ward off evil spirits and promote everlasting hope for another season of warmth. The first record of a Christmas tree being used was in the 1830s by German settlers in Pennsylvania. This furthers our tradition of Winter Wonderland, and the exhibition being in the state. By the 1890s, Christmas ornaments began to become popular, and Americans, in particular, liked their trees from ceiling to floor. (Christmas trees — from pagan symbol to an American tradition. *Tri-County Times*, 2017) "Today, the dominant system of belief driving our Christmas practices is not Christianity but consumerism," states Steve Chapman from *Creators Syndicate*. (Chapman, 2020) Penne Restad, the author of "Christmas in America," mentioned how the country has redesigned Christmas to be "a chronicle of evolving customs, cultural discord, and striking invention." (Chapman, 2020)

The exhibition, titled "Like a Snowflake in the Wind: A Winter Wonderland," will explore the cultural traditions associated with the Christmas winter wonderland landscape. The snow-inspired designs will capture the essence of the fantasy that the Christmas season brings to the United States, particularly the East Coast. Two ready-to-wear lines from high-end fashion houses will be featured, highlighting America's aspirations for luxurious leisure and representing the nation's pursuit of corporate success and the American Dream. The symbolic representation of wealth associated with the American Dream will be showcased through these high-end, ready-to-wear items. The dreamlike state often induced by the gifts and lights of the Christmas season will also be explored. A leaf in the wind, representing fall, will transition into a snowflake in the wind, symbolizing winter and the transformation between seasons. Furthering the theme of transition, I have chosen my last line to be of haute couture from Guo Pei's collection.

Guo Pei is a symbolic representation of the melting pot element of our country, and welcoming people from other nations enhances the dialog in art, fashion, and technology. Guo Pei is also symbolic of transformation as the first Eastern designer accepted into the prestigious group of Haute Couture. This is further highlighted by the location theme of Central Park in New York, as New York is known for its tradition of providing homes for immigrants, such as Ellis Island. This exhibition celebrates the Chinese New Year but also highlights embracing diverse cultures and traditions during this festive season. The Night of the Met Gala, an American fashion and costume tradition, will serve as the hallway to guide guests through the forest of John Galliano's "Beautifully Ice Maidens" for Shrimpton Couture. This section of the exhibition showcases more of the arctic aspect of the winter wonderland theme. The forest reminded me of Alaska, and the lights and blue and green lighting of the show reminded me of the northern lights. Since Santa Claus is said to come from an arctic region of the world, I thought it was important to pay tribute to that theme.

The room will be named "Thee Snowy Chanel Inn," replicating the snow lodge ambiance of the show on three out of four walls. One wall, in particular, will be entirely dedicated to creating an oversized fireplace where the flames will be crafted from silk and lighting to simulate a realistic fire effect. We embody the innocent mice scurrying past the fire on Christmas night, alluding to "The Night Before Christmas." The significance of this line lies in the impact and legacy of Karl Lagerfeld as a fashion icon. Winter represents a period of death and rebirth. When researching lines based on Winter Wonderland, I was moved to discover that Karl Lagerfeld's final line was Winter Wonderland. ("Chanel says goodbye to Karl Lagerfeld gracefully, in a stunning winter wonderland," 2019)

The secondary chamber will be known as the "Gift of Consciousness," paying homage to Christmas's origins with Christ. I wanted the star in the center of the room to represent not only the North Star but also the Star of David. The sand represents simple beginnings, the candles light the way. The star in the center signifies the unity and wholeness of humans as a collective. I want this room to remind guests of the peace on earth that is constantly striven for throughout the holiday season and something we should welcome all year round.

We aim to reveal American consumerism at its finest by showcasing some of the vibrant pieces from Karl Lagerfeld's ready-to-wear 2019 collection. (Chanel, 2019) We will recreate a Saks Fifth Avenue storefront using a false 3D storefront. A projector will continuously display a video of the collection above the store on the building, while the garments will be displayed inside the window display of the storefront. In addition, we will place a yellow taxi in front of the store, with the back right door permanently open to create an immersive and dynamic scene for guests to experience and capture memorable photographs, creating easy social media traction around the exhibition. The driver will also be wearing Chanel, and the car will have a button to

play "All I Want for Christmas Is You" by Mariah Carey, reiterating the theme of American tradition with the #1 Christmas pop song for numerous seasons in a row. The other side of the room should have a replica of the Rockefeller Center tree with the Chanel Christmas balls, with pink and cream buttons on the Christmas tree. This theme alludes to the East Coast tradition of seeing the Rockefeller Christmas Tree during the season. Our last room was created to cement the theme of American consumerism, using ready-to-wear to express the need for versatile attire.

In regards to visual advertisements, we have also created several visuals that will be displayed in high-traffic locations such as Times Square. The visuals will also be displayed as brief advertisements on social media for target users who live along the East Coast. Our Audio advertisement will be released on FM and XM radio, as well as Pandora throughout the Holiday Season. "Andy Warhol Museum Presents "Like a snowflake in the wind: A Winter Wonderland," Pittsburgh, PA. Step into a world of glistening snow and high-end fashion at the Andy Warhol Museum with the enchanting unveiling of "Like a Snowflake in the Wind: A Winter Wonderland," opening December 15, 2024. Featuring the iconic stylings of Chanel, Shrimpton Couture, and Guo Pei, the exhibition transforms high-end fashion into an ethereal winter dream, drawing inspiration from the seasonal allure of winter wonderlands and the enduring magic of Christmas in American culture. Notable guests Rihanna, Mariah Carey, and Andrew Bolton join the celebration, bringing their unparalleled insight into pop culture, fashion, exhibitions and art. These special guests lend a contemporary perspective to the exhibition, linking couture with the holiday's nostalgic and vibrant celebration. The exhibition taps into the legacy of winter as a season of wonder and the unique American relationship with Christmas as a time for both heartfelt connection and celebrated consumerism. "A Winter Wonderland" will guide visitors through a stunning array of garments, where the craftsmanship and imagination of high-end designers evoke winter's quiet elegance and festive brilliance. Featuring pieces include Karl Lagerfeld's last RTW line, Shrimpton Couture's ice maiden dresses, and Guo Pei's Himalayan-inspired gowns, each design illuminating the timeless allure of winter. This exhibition is more than fashion; it's an experience that captures winter's beauty."

There will be 4 rooms where garments will be displayed. John Gallianos, Ice Maiden, fall/winter 2009 RTW fashion line and Guo Pei's Himilaya will be in one room called "On a Cold Winter Night." John Galliano will solely be featured in the Gift of Consciousness room. Karl Lagerfeld's last line for Chanel will be split in two rooms. The exhibition will consist of multiple visual displays. The hallways consist of light visuals of a forest snowfall with animals such as Elk, Alaskan snow leopards, Rabbits, Birds, and other animals walking throughout the forest.

For “On a Cold Winter Night,” a layer of mist will envelop the room's floor, adding an ethereal ambiance. The John Galliano ready-to-wear collection will be showcased in a unique and immersive setting. This innovative presentation will transport guests into a world of winter wonder and imagination, showcasing the John Galliano collection in an unforgettable and awe-inspiring manner. Upon entering the venue, guests will walk down a red carpet reminiscent of the Met Gala. The ceiling of this "hallway" will be adorned with lush greenery, including ivy and chandeliers, while the pillars will be draped in elegant white curtains. There will be open frames which will reveal a captivating white wooden forest, creating the illusion of an open window into a magical realm. Within this forest, the garments from the collection will be displayed amidst the trees, evoking a sense of discovery and enchantment. The atmosphere will be further enhanced by the use of projectors, allowing viewers to immerse themselves in the show by standing in the projected light of the runway show which will be looped for continuous playing. For Guo Pei's section, I envision a nocturnal snowfall setting reminiscent of her fashion show. A dark wooden carriage, adorned with an ice sculpture of a rearing horse, will serve as the centerpiece of the right side. On top of the carriage, is a colossal red gift box, elegantly wrapped with an oversized bow, will create a dramatic focal point. The ribbon, cascading to the floor, will form a symbolic red carpet, showcasing the imperial robe garment. This extravagant ribbon will be securely fastened to the carriage, visually integrating it into the gift's presentation. Himalayan salt piers, strategically placed around the carriage, will display the remaining garments from the collection, paying homage to the line's title. The ceiling will be transformed into a celestial canvas, featuring a projection of stars and a resplendent full moon.

The second floor is Chanel's winter wonderland theme for the fall/winter 2019 collection. The significance of this line lies in the impact and legacy of Karl Lagerfeld, whose passing left models in tears. Virginie Viard, one of his closest confidantes, natural successor, and mentee, stepped out for a moment to conclude the show. The room will be named "Thee Snowy Chanel Inn," replicating the snow lodge ambiance of the show on three out of four walls. One wall, in particular, will be entirely dedicated to creating an oversized fireplace, where the flames will be crafted from silk and lighting to simulate a realistic fire effect. At the top of the fireplace, an oversized string of Chanel socks will be displayed, while at its base, a large white linen bag (resembling Santa's bag) will hold a collection of black buttons, with an oversized black button placed against it. The bag will feature a traditional oversized double C black logo. The back wall will feature a "half lodge house" where viewers can take pictures, replicating the momentous stance of Virginie Viard on the porch in a 3D pop-up replica of the lodge house. On the left wall, half of the collection will be displayed, showcasing the more timeless looks of the lines, such as the all-black, white, and red outfits, to emphasize their relevance and versatility. These more luxury items continue our snow lodge theme. The back walls will be adorned with a forest backdrop, similar to the visual of the front hallway entrance, now featuring ski mountains in the immediate background.

The secondary chamber will be known as the "Gift of Consciousness," paying homage to Christmas's origins with Christ. The entire space will be covered in sand, with acrylic panels forming a path that showcases the sand walls built from each side of the room. There are flameless, realistic candles strategically placed throughout the sand. A pivotal moment in Galliano's show occurs when he introduces a series of evening gowns, beginning with a black, tailored, long-sleeved gown. These alluring maidens symbolize arctic virgin marys. These dresses will be displayed on pillars of varying heights, surrounded by sand. The ceiling will be adorned with flameless candles, creating an enchanting ambiance. At the center of the room, the North Star will be suspended low from the ceiling, serving as a focal point and symbol of the birth of Christ's consciousness. (John Galliano Fall Winter 2009/2010 Full Fashion Show, 2015)

We aim to reintroduce our presence in the American market by showcasing some of the vibrant pieces from Karl Lagerfeld's ready-to-wear 2019 collection. (Chanel, 2019) To achieve this, we propose recreating a Saks Fifth Avenue using a false 3D storefront. A projector will continuously display a video of the collection above the ice ring, while the garments will be displayed underneath the portal. The main attraction of the display will be a live camera feed of the Saks storefront and the Rockefeller ice ring, similar to the new portal in New York. The other side should have a replica of the Rockefeller Center Christmas tree with the Chanel Christmas balls, with pink and cream buttons on the Christmas tree. It will also have a half-false ice ring with vibrant items from the collection skating around the ring. These items of the collection are symbols for the bright and vibrant hues of the Christmas season that bring so many consumers glee.

We wanted to include several products to commemorate the event. To continue with our winter theme we wanted to create 3 different patterns on oversized large scarves based on each line and the winter wonderland theme. Our second product is finished ornaments similar to the ones created in community engagement, for those who do not wish to participate and still would enjoy a Christmas ornament. Thirdly, a series of crew neck sweaters with Andy Warhol's sketches inspired by Christmas to pay homage to the event location and theme of the exhibition further alluding to the collaboration of theme and venue. These all are beneficial products of not only the event but the holiday season.

The exhibition will include a dedicated space where children under 16 can create personalized glitter ornaments. The guest can dip the Christmas ornaments into glitter paint of their choice and seal the ornaments with a clear gel. The ornaments will be branded with the exhibition's logo. The guest speakers will enhance the event's reputation and inspire a large audience. A dedicated speech will introduce the exhibition, and retail items will reinforce the event's impact and memorability. We are honored to have Rihanna as one of our esteemed guest speakers for the upcoming exhibition. Her presence will be complemented by the display of her

couture gown, which draws inspiration from the exhibition's theme. Rihanna will share her insights on the profound influence of fashion on society, exploring how it can both inspire and be inspired by the festive holiday season. We are delighted to extend an invitation to Mariah Carey as a guest speaker for the exhibition. Given that the exhibition will be held at the Andy Warhol Museum, we recognize the significance of American pop culture. Mariah Carey's iconic song, "All I Want for Christmas Is You," has consistently reached the top of the charts during the Christmas season, solidifying its status as a cultural pop phenomenon. Her presence will undoubtedly enhance the exhibition's exploration of American pop culture. Ms. Ali Wong has been invited to speak as a guest on the significance of honoring one's cultural heritage. She will discuss the importance of her Chinese heritage and provide insight into her project with Netflix, which features a predominantly Asian cast. Mr. Andrew Bolton has also been invited as a guest speaker due to his transformative impact on the exhibition landscape. His expertise proved invaluable with the debut of "China Through the Looking Glass" at the Met Gala. Mr. Bolton can provide insight into the significance of exhibitions in the fashion industry, to display the significance of culture and its impact on the public.

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