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CRISTÓBAL BALENCIAGA MUSEOA

# Museums as Cultural Hubs: The future of tradition

CONFERENCE

18 MAY / 2019

INTERNATIONAL MUSEUM DAY 2019

## International Museum Day 2019 will focus on the new roles played by museums as active actors in their communities, with the slogan: “Museums as Cultural Hubs: The future of tradition”.

The role of museums in society is changing. Museums keep reinventing themselves in their quest for becoming more interactive, audience focused, community oriented, flexible, adaptable and mobile. They have become cultural hubs functioning as platforms where creativity combines with knowledge and where visitors can also co-create, share and interact.

While preserving their primary missions (collecting, conservation, communication, research, exhibition), museums have transformed their practices to remain closer to the communities they serve. Today they look for innovative ways to tackle contemporary social issues and conflict. As museums increasingly grow into their roles as cultural hubs, they are also finding new ways to honour their collections, their histories and their legacies, creating traditions that will have new meaning for future generations and relevance for an increasingly diverse contemporary audience at a global level. This transformation, which will have a profound impact on museum theory and practice, also forces us to rethink the value of museums and to question the ethical boundaries that define the very nature of our work as museum professionals.

At once a focal point for the community and an integral part of a global network, museums offer a platform for translating local communities' needs and views into a global context.

In this context, for International Museum Day, the Cristóbal Balenciaga Museum will organise a conference open to the public at which to reflect on this topic, focussed on giving a general vision of the interactions currently underway between the museum spheres, community and fashion, through analysis of the different ongoing experiences and from the different points of view of the three guest speakers.

# Programme

18 MAY / 2019

10:00 INTRODUCTION

Miren Vives, Director of Cristóbal Balenciaga Museum.

10:10 AMY DE LA HAYE

*Objects of a Passion: the underpinning of fashion, community and the museum.*

This paper will explore the rationale, evolution and curatorial interventions of three fashion and dress exhibitions, which have foregrounded inclusivity and diversity, co-curated by the speaker: *Streetstyle: From sidewalk to catwalk* (Victoria & Albert Museum, 1994); *Cabinet Stories* (2016) and *Gluck: Art & Identity* (Brighton Museum, 2017).

11:00 IGOR URIA

*The Cristóbal Balenciaga Museoa Collection: From heritage to new creation.*

In Walter Benjamin's opinion, on freeing collected objects from their usable condition, we include them in a new and historical system created for this purpose: the collection, sufficient in itself. From the perspective of the Cristóbal Balenciaga Museoa, we reflect on the interrelationship between objects and the different moments in time: the past as creative inspiration and the present as heritage providing inspiration for new creations.

11:45 COFFEE BREAK

PROGRAMME

12:15

JUDITH CLARK

*Conversations with the Museum.*

Judith Clark will discuss the projects of an ongoing series entitled *Fashion and Heritage* commissioned by the Cristóbal Balenciaga Museoa. Staged as exchanges between an exhibition-maker and an institution she will discuss her interventions around the museum in 2018 and how these were edited in 2019 not only to respond to a new curatorial selection, but to reflect on the idea of temporary display itself and its relationship with the archive. Her talk will look at the installations as examples of her interest in fashion museology as an independent field of study and how this has extended to new practices of commissioning which sits at the edges of scenic design and installation art. She will talk about the collaboration with craftspeople that contributes to and informs her practice; and how in turn their own traditions are re-imagined.

13:00

EXHIBITION TOUR

*Cristóbal Balenciaga, Fashion and Heritage. Contexts.*

ADMISSION FREE WHILE PLACE LAST

PRIOR REGISTRATION REQUIRED

T 943 008 840

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# Speakers



AMY DE LA HAYE

Professor of Dress History & Curatorship and joint director of the Centre for Fashion Curation at London College of Fashion, University of the Arts London. She has curated exhibitions of fashion and dress in national and regional museum contexts and within fashion retail spaces and is co-author, with Judith Clark, of *Exhibiting Fashion: Before & After 1971* (Yale, 2010). Her published texts draw out archival and object led narratives and examine objects in the context of lives lived. She was Curator of 20<sup>th</sup> Century Dress at the V&A from 1991 to 1999.



IGOR URIÁ ZUBIZARRETA

Has a Degree in Fine Arts earned at the University of the Basque Country, specialising in Conservation and Restoration. Has completed numerous specialisation courses at the Deusto and Alcalá de Henares universities. Studied Curating Fashion and Dress at the International Training Course of V&A in London. Is currently studying for his doctorate in Architecture, design, fashion and society at the Madrid Polytechnic University. Today Igor is Collections Director at the Cristóbal Balenciaga Museum, a position he has occupied since May 2014; previously, since the year 2004, he had been Head of the Conservation and Registration Department with the same institution. Fifteen years as manager and researcher into the collection, which has enjoyed consolidation since creation of the Cristóbal Balenciaga Foundation, have enabled his curatorship of different exhibitions, including the current *Cristóbal Balenciaga, Fashion and Heritage: Contexts*.

## SPEAKERS



### JUDITH CLARK

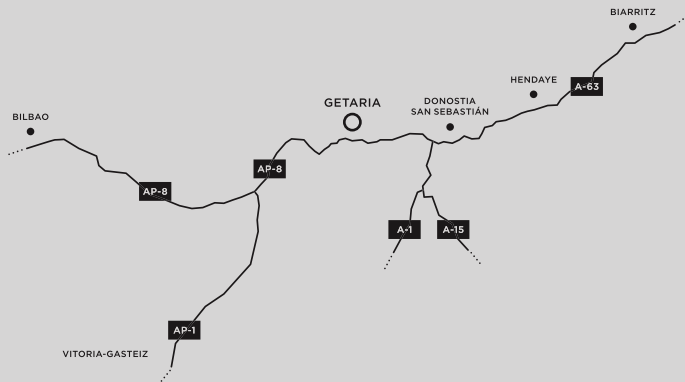
She is a curator and fashion exhibition-maker and is currently Professor of Fashion and Museology at University of the Arts London, where she lectures on the MA Fashion Curation and is co-Director of the Centre for Fashion Curation. Clark opened the first experimental gallery of fashion in London (1997-2002). Since then Clark has curated major exhibitions of dress at the V&A, London; ModeMuseum, Antwerp; Boijmans van Beuningen, Rotterdam, Palazzo Pitti, Florence; Palais de Tokyo, Paris, Simone Handbag Museum, Seoul, and in 2012 installed Frida Kahlo's dresses at her home in Mexico City. In 2015 she curated and designed the inaugural exhibition at La Galerie, Louis Vuitton, in Asnières. Her exhibition commissioned by the Barbican Art Gallery, entitled *The Vulgar: Fashion Redefined* travelled to Winter Palais in Vienna, and to ModeMuseum, Hasselt in September 2017. Her *Femininities. Guy Bourdin* opened at Maison Chloe in July 2017 during Paris Couture week. In 2018 and 2019 she collaborated with the Cristóbal Balenciaga Museum for the first two iterations of a series entitled *Cristóbal Balenciaga: Fashion and Heritage*. Clark lectures internationally on issues of dress display.

With the collaboration of the Centre for Fashion Curation  
at London College of Fashion, University of the Arts London

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## CRISTÓBAL **BALENCIAGA** MUSEOA

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Biarritz — 71km  
Bilbao — 81km  
Donostia/ San Sebastián — 25km  
Iruña-Pamplona — 97km  
Vitoria-Gasteiz — 83km

GPS  
43° 18'6.92" N  
2° 12' 18.77" W

