

Weisman Art Museum  
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FOR IMMEDIATE RELEASE

FORGET HAPPILY EVER AFTER.  
**NO WHITE** SHOWCASES STUDENT DESIGNERS  
ON APRIL 25, 2012 AT 7:30 P.M.

MINNEAPOLIS – The Weisman Art Museum’s student group, WAM Collective, in collaboration with Northrop Concerts and Lectures at the University of Minnesota, presents *No White* a student design competition and fashion show. *No White* is in response to the Ballet Preljocaj’s production of *Snow White* presented by Northrop Concerts and Lectures. Between “once upon a time” and “happily ever after” fairy tales incite a world where dreams really do come true. Fairy tales entered popular culture as a way to teach practical lessons, provide moral instruction, and warn against the consequences of doing wrong. Over time, social and political messages were softened and the stories were changed to enhance their entertainment value.

Forget happily ever after. Sixteen University of Minnesota student designers have been selected to compete with their designs focused on the villainy, murder, passion, and deception that underpin our most beloved fairy tales. In keeping with the student budget, students are encouraged to reuse and upcycle thrift store finds and to incorporate unconventional materials. Per the title, no white is allowed in the final design. Each designer is paired with a student model with hair and makeup provided by Juut Salonspa.

WAM Collective will be performing studio visits leading up to the competition, during which the designers will receive feedback from Lucy Dunne, assistant professor of wearable technology design in the College of Design at the University of Minnesota. The day of the competition, one final challenge will take place. The designers will have ten minutes to choose one accessory from a product wall, provided by the WAM Shop, and incorporate the chosen piece into their final look. Five winners (two honorable mentions, third, second, and first) will be awarded to the winning designers

The runway show will be juried by four local fashion experts: Sonya Berlovitz, award-winning costume designer for Theatre de la Jeune Lune; Danielle Everine, Minneapolis based artist and designer with focus in fashion, and contestant on Project Runway, Season 9; Anne Labovitz, artist and WAM Colleagues Advisory Board member; and Mathew LeFebvre, costume designer for the Guthrie Theatre and professor in the Design/Tech Program at the University of Minnesota.

A reservation is required to attend the event. More at [wam.umn.edu](http://wam.umn.edu).

## **ABOUT NORTHROP CONCERTS AND LECTURES AND BALLET PRELJOCAJ**

Northrop Concerts and Lectures at the University of Minnesota is the performing arts presenting organization for the University of Minnesota. Northrop Concerts and Lectures is dedicated to the advancement of the education, research, public engagement, and diversity mission of the University of Minnesota through the pursuit of excellence and innovation in the performing arts, community service and creative exchange. [northrop.umn.edu](http://northrop.umn.edu)

Ballet Preljocaj is one of the most important companies in Europe, based in France and founded by Angelin Preljocaj whose choreographic work is commissioned by legends such as the New York City Ballet, Paris Opera Ballet, and La Scala. This significant, artistic retelling of *Snow White* features the symphonies of Gustav Mahler, sets by Thierry Leproust, and costumes by Jean Paul Gautier. [northrop.umn.edu/events/ballet-preljocaj](http://northrop.umn.edu/events/ballet-preljocaj)

## **ABOUT WAM AND WAM COLLECTIVE**

WAM Collective of the Weisman Art Museum serves at the student voice of and for the museum. WAM Collective aims to create connections and develop relationships between the Weisman Art Museum and the University of Minnesota student body. The Collective fosters student ownership of the museum, advises staff on effective ways to engage the student body, and is proactive in promoting the museum throughout the University community and beyond.

Since its origin in 1934, the Weisman Art Museum has been a teaching museum for the University of Minnesota. Today, education remains central to the museum's mission to create art experiences that spark discovery, critical thinking, and transformation, linking the University and the community. The Weisman Art Museum is located at 333 East River Road, Minneapolis, on the University of Minnesota campus. Admission to exhibition galleries is always free. [wam.umn.edu](http://wam.umn.edu)

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