

the View from Her

Thursday, 8 September 2016

Beijing Minsheng Art Museum

Hermès presents a one-off experience focussing on the women's collections.

This September, under the aegis of women's universe creative director, Bali Barret, the Parisian house brings a unique event to Beijing to celebrate the contemporary Hermès woman.

Through the prism of Hermès' ready-to-wear designed by Nadège Vanhée-Cybulski, clothes, shoes, gold and silver jewellery designed by Pierre Hardy, and a myriad of bags, scarves and other accessories will be the players in this dynamically composed, multifaceted event combining dance, song, exhibitions and performances. The clothes and objects have been carefully selected by Barret and Vanhée-Cybulski to illustrate Hermès' fashion perspective.

Barret invited the American postmodern choreographer Lucinda Childs to join the dance. For the event, she has created *Ensemble for Nine Dresses*, an original and ethereal ballet inspired by the patterns and diagonals of the bias-cut dresses in the 2016 autumn/winter collection, and *Twillaine Techniques*, a more scholarly choreography focussing on the house's savoir-faire in the creation of the twillaine.

In the two dance compositions, Childs, known for her metronomic, minimalist style, juxtaposes live dance with intersecting video projections of dance for a kaleidoscopic effect.

Set designer Antoine Platteau has devised a journey through Hermès' emblematic métiers within the breathtaking spaces of the Minsheng Art Museum.

Eleven interconnected spaces invite guests to explore animations, performances, exhibitions and gastronomic delights, and to experience the autumn/winter collections in unexpected and joyous ways.

The conventions of the fashion event are redefined to create a thoroughly modern expression of femininity that blends traditional savoir-faire with fashion.

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Since its establishment in 1837 as a harness-maker and saddler, Hermès has provided women with fine equipment. One can imagine these Parisian sidesaddle riders – beautiful, daring, free-spirited, with a bold vision of the future and a natural elegance in mind and body. Clutching reins, riding sidesaddle, then astride, and later sporting bags, clothing and accessories from jewellery to silk scarves, their companion was Hermès, who sought to enhance their everyday lives with elegance.

The View from Her

... and more wonders

11 rooms

- #01 **Vision Room**
an eye-opening glimpse at The View from Her, with totems featuring the Hermès magnifying glass
- #02 **Ensemble for Nine Dresses**
an original ballet choreographed by Lucinda Childs inspired by the bias-cut dresses from the Hermès 2016 autumn/winter collection
- #03 **Secret Drawers**
a close-up discovery of each of the nine dresses and their accessories in a secret archive
- #04 **Hypnotic Square**
a spellbinding, kinetic installation of ten videos of ten silk scarves
- #05 **Mineralogy Unmined**
a treasure trove of bags, watches and jewellery, like precious stones waiting to be unearthed
- #06 **Studs in Space**
a crepuscular, metal-studded staging of fashion accessories, ready-to-wear and jewellery accompanied by the dazzling voice of American singer Sophie Auster
- #07 **Vertical**
defying gravity in Hermès sneakers
- #08 **Twillaine Techniques**
an original performance created by Lucinda Childs inspired by the twillaine workshop using the *Palmes royales* print
- #09 **Thoroughbred**
an exploration of one's inner horse and Hermès' equestrian roots in this stable-inspired space celebrating saddles, harnesses and the objects they have inspired, including bags, jewellery, ready-to-wear, watches, shoes, and other accessories
- #10 **Tattersall Vroom Room**
check in to this all-over experience in which the tattersall check has gone wild across bags, ready-to-wear and accessories. Have some fun with a photo in a car or check out a motorbike
- #11 **At the Races**
an invitation to play at the enamel bangle bar, with horse racing, photos and fun in a setting inspired by the colour and clamour of the racetrack. Bags, scarves and accessories join the gallop!