

Exhibition "Under the spell of Greek costume"
Contemporary creations animate the Benaki Museum collections

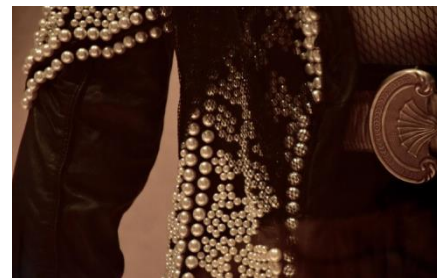
10 April - 18 November 2017 at Costa Navarino
17 July- 31 December 2017 at Athens International Airport

May 2017, London – For the second consecutive year, the three dynamic entities of **Costa Navarino, the Benaki Museum, and Athens International Airport** have joined forces for culture and present an ambitious cultural exhibition titled: "Under the spell of Greek costume: Contemporary creations animate the Benaki Museum collections".



A **group exhibition** that brings together **15 world-renowned fashion designers and talented artists** who love Greece and embrace the Greek element in their work. Drawing inspiration from the collection of printed sources of Greek costume from the 16th to the 20th century, donation of J.D. Koilalous at the Benaki Museum, the prominent creators, present works **inspired by the traditional Greek costume and presents the infinitude of greekness in fashion and aesthetics.**

Among the creators, the internationally acclaimed fashion designers **Jean-Paul Gaultier, Mary Katrantzou** and **Sophia Kokosalaki, Zeus+Dione** and **Dimitris Dassios**, contemporary artists Konstantin Kakanias, from The Breeder Gallery **Blind Adam**, and **Sofia Stevi**, from Eleftheria Tseliou Gallery **Antonakis, Chrysa Voudouroglou, Vassilis Zografos, Apostolos Karastergiou** and **Margarita Myrogianni**, as well as the **Mentis Centre for the Preservation of Traditional Textile Techniques** of the Benaki Museum, and **The Lyceum of Greek Women of Kalamata.**



The exhibition aims to present a **fresh look at a timeless heritage**, animating the wealth of Greek costume and reinforcing the belief that **the Greek tradition is a continuous source of inspiration for contemporary creators to this day.**



The J.D. Koilalous collection consists of printed representations depicting the Greek costume in all its manifestations. In 2006, the Benaki Museum showcased the collection (20 September – 12 November) in the exhibition "Greek Costume: Printed sources 16th- 20th century from the J.D. Koilalous Collection", accompanied by a Greek-English Benaki Museum publication under the same title. Most

of them, engravings and watercolors, are the creations of foreign travelers that had visited Greece during the years of Frankish and Ottoman domination; they were fascinated and bequeathed a rich record of visual testimonies for one of the most functional and equally imaginative expressions of Greek life and cultural tradition. Most of them are not mere recordings, but depictions inspired by narratives "staged" in their environment, or sartorial contrivances of foreign painters, who never traveled to Greece. Many of the artworks form a romantic narrative of Greek history through the eyes of visitors fascinated by a foreign and mysterious place.

Curated by scenographer and costumier Paul Thanopoulos, the female figures of the collection's engravings and the details from its Greek landscapes are animated through an impressive **three-dimensional scenery** at Costa Navarino and a corresponding adaptation at the International Athens Airport. At the same time and for the same duration, **Jean Paul Gaultier** chose to exhibit at the **Benaki Museum, an haute couture creation** from his collection "Tribute to Greece", linking the parallel actions.



For Costa Navarino, art has played an important role since the beginning. Original and rare works, alongside the works of well-known modern artists from around the world, as well as works of new artists, are housed on a permanent basis in Costa Navarino, demonstrating the **importance of art to the destination**. Moreover, Costa Navarino invests in art, culture and innovation, creating unique experiences for its visitors. In this context, Costa Navarino seeks to cooperate with companies and organizations that stand out for their cultural action by taking initiatives that highlight the culture of Messinia and the country.

For further information on the Costumes Exhibition visit:
www.costanavarino.com/news/news/spell-greek-costume

For further information about Costa Navarino please visit:
www.costanavarino.com

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Media Information:

COSTA NAVARINO



Costa Navarino is the prime, sustainable destination in the Mediterranean, located in the Greek region of Messinia in the southwest Peloponnese. One of the most unspoiled and breathtaking seaside Mediterranean landscapes, this area has been shaped by 4,500 years of history. Its philosophy is driven by a genuine desire to promote Messinia, while protecting and preserving its natural beauty and heritage. It will comprise a number of distinct sites featuring 5-star deluxe hotels, luxury residences, conference facilities, spa and thalassotherapy centres, signature golf courses, as well as a wide range of unique year-round activities for adults and children. Navarino Dunes, the first area, is home to two luxury 5-star hotels, The Romanos, a Luxury Collection Resort and The Westin Resort, Costa Navarino; The Dunes Course – the first signature golf course in Greece- Anazoe Spa, a 4,000sq.m. spa & thalassotherapy centre; the state-of-the-art conference centre House of Events; specially designed facilities for children; as well as a variety of gastronomy venues, sports, outdoor and cultural activities. Navarino Bay, the second area is home to the signature golf course, The Bay Course.

BENAKI MUSEUM



ΜΟΥΣΕΙΟ ΜΠΕΝΑΚΗ
BENAKI MUSEUM

Unique in presenting Greek civilization in all its expressions, in dialogue with world cultures and with contemporary art, the Benaki Museum, the most active museum in Greece, comprises six museums, five active research centres and a rich library. It safeguards over 500.000 exhibits that cover mainly Greek art and material culture (prehistoric to modern) as well as European, Islamic, Pre-Columbian, African, Chinese and Asian art. The Museum further preserves and displays rare artworks, documents, photographs and archives relating to Photography, Architecture, History, Theatre, Music, Literature and Childhood. With at least 20 temporary exhibitions and over 600 events per year, the Museum welcomes over 150.000 visitors per year, offering a wide range of educational and cultural activities for all ages.

ATHENS INTERNATIONAL AIRPORT «ELEFTHERIOS VENIZELOS»



A modern airport, like Athens International Airport "Eleftherios Venizelos", is more than a hub for the transport of passengers and cargo. It is a meeting point for people and cultures and, above all, it is the first and last impression of Greece and its culture for millions of passengers every year. In the 15 years of its operation, Athens airport has been internationally acknowledged, earning a position among the most modern, safe and popular airports in the world. Beyond its operational excellence and successful business model, the airport gives out daily its cultural identity as well. Athens International Airport has the philosophy of contributing to the country's cultural life, to the international promotion of Greece and its modern spirit worldwide, hosting a variety of artistic and historical exhibitions in collaboration with state entities, museums, galleries and nonprofit cultural institutions (more than 70 cultural exhibitions and artistic events have taken place until today). Every year approximately 250,000 people visit the permanent exhibitions of the airport at the Departures level, while the periodic exhibitions' areas of "Art & Culture" and "Art and Environment", located at the Arrivals and Departures level respectively, are visited annually by 2.5 million passengers. In a constantly renewable and evolving cultural scenery promoting the Greek civilization at Athens airport's premises, the Airport has become an integral part of Greek society and simultaneously a meeting point for all people.

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