

## NEWS RELEASE

Contact: Greg Langel  
Marketing & PR Manager  
412-342-4075  
GLangel@TheFrickPittsburgh.org

For Immediate Release

### FROM THE COURTLY FASHIONS OF VERSAILLES TO THE STREET STYLES OF MODERN TOKYO

#### THE WORLD OF FASHION IS BROUGHT TO YOUR FINGERTIPS IN A NEW VIRTUAL EXHIBITION BY GOOGLE IN COLLABORATION WITH THE FRICK PITTSBURGH AND WORLD RENOWNED CULTURAL INSTITUTIONS

PITTSBURGH, PA, June 8, 2017 — 3,000 years of the world’s fashion is brought together in the largest virtual exhibition of style. The [“We wear culture” project by Google Arts & Culture](#) is a collaboration between The Frick Pittsburgh and over 180 renowned cultural institutions from New York, London, Paris, Tokyo, São Paulo and around the world. Using state-of-the-art technology, the project allows you to explore everything from the [ancient Silk Road](#), through the courtly [fashions of Versailles](#), to [British punk](#) and the stories behind the clothes you wear today. Iconic pieces that changed the way generations dressed, such as Marilyn Monroe’s high heels or the Black Dress by Chanel are brought to life in virtual reality. [Gilded Age Fashion](#) by The Frick Pittsburgh is now available online as part of the global exhibition opening today.

The exhibitions feature the icons, the movements, the game changers and the trendsetters including [Alexander McQueen](#), [Marilyn Monroe](#), [Cristóbal Balenciaga](#), [Coco Chanel](#), [Audrey Hepburn](#), [Christian Dior](#), [Helmut Newton](#), [Irving Penn](#), [Yves Saint Laurent](#), [Manolo Blahnik](#), [Gianni Versace](#), [Oscar de la Renta](#), [Pierre Balmain](#), [Vivienne Westwood](#), [Miyake Issey](#) and many more.

Fashion experts, curators and designers as well as universities, museums and NGOs from around the world collaborated on the exhibition to show that fashion is a part of our culture, a form of art and a result of true craftsmanship. Google’s state-of-the-art technology, including virtual reality, 360° videos, Street View and ultra-high resolution “gigapixel” images were used to preserve the collections and make them available for everyone.

Robin Nicholson, Executive Director of [The Frick Pittsburgh](#) says, “I am thrilled that the Frick is working with Google and a host of international museums and collections to create fabulous online exhibitions that showcase the dramatic and extraordinary world of fashion.”

The project brings together the collection of The Frick Pittsburgh with over 180 emblematic institutions. The stories of four iconic pieces that shaped fashion history are brought to life in virtual reality films that one can watch on YouTube or with a virtual reality viewer.

- Chanel’s Black Dress from Paris, France (1925) that radically changed the dress code of wearing black, making it a statement piece in every woman's wardrobe.
- Marilyn Monroe’s stilettos by Ferragamo from Florence, Italy (1959-60), the sparkling red high heels that became an expression of empowerment, success and sexiness for women.
- Comme des Garçons Kimono-inspired sweater and skirt from Tokyo, Japan (1983), that manifests how Rei Kawakubo brought traditional and contemporary Japanese Kimono aesthetics and craftsmanship onto the global fashion stage in radical designs.
- Vivienne Westwood Corset, from London, UK (1990), which celebrates the designer's unique take on one of the most controversial garments in history, and brings the worlds of fashion and art together

Amit Sood, director of Google Arts & Culture says: “We invite everyone to browse the exhibition on their phones or laptops and learn about the stories behind what you wear. You might be surprised to find out that your jeans or the black dress in your wardrobe have a centuries-old story. What you wear is true culture and more often than not a piece of art.”

The We wear culture exhibition is available online at [g.co/wewearculture](https://www.google.com/culturalinstitute/exhibitions/we-wear-culture) and through the Google Arts & Culture app on [iOS](#) and [Android](#) for everyone.

#### **Notes to editors:**

“We wear culture” in numbers:

- More than 180 leading cultural and fashion institutions from 42 countries.
- Over 400 online exhibitions and stories sharing a total of 30,000 photos, videos and other documents.
- 4 virtual reality experiences of iconic fashion pieces.
- Over 700 ultra high-resolution, so called gigapixel images.
- Over 40 venues offer backstage access on Google Street View.

### Further highlights from the We wear culture project:

- Step inside the world's largest costume collection at the [Metropolitan Museum of Art's Costume Institute Conservation Laboratory](#) thanks to a 360° film and see how the experts work to conserve the 35,000 artefacts the museum holds.
- Make a virtual visit to fashion's many homes like the [Condé Nast's Dream Pad](#), the [Palace of Versailles](#) and the [African Heritage House](#).
- Look around in the [MoMu Fashion Museum Antwerp](#) a place where the game changers of fashion await you, or walk through the [Palazzo Pitti](#) with Karl Lagerfeld's 'Vision of Fashion' photography exhibit on display.
- Ultra-high resolution images – taken by the Google Art Camera - allow you to marvel at the masterful stitches of a [Dragon Robe worn by Qing Dynasty emperor](#) and to get close to the [Elsa Schiaparelli evening coat](#) and its artfully attached rose details that exemplify the love affair between Fashion and Surrealist art.

### Fashion as a form of art and culture:

- Explore the relationship between fashion and culture by browsing through the [ferocious fashion of the British punk movement](#), the [evolution of street style in Japan](#) and [history of denim](#).
- Discover the [wardrobe of painter Frida Kahlo](#) or how Brazilian actress and bombshell [Carmen Miranda popularized the plateau shoe in the 1930s](#).

### The craftsmanship behind fashion:

- Learn about fashion's unbreakable ties with [craftsmanship](#). [Watch how a shoe](#) or a [traditional Kimono](#) is made. Explore the skillfulness of [18th Century Belgian lacemaking](#) and the iconic [Delphos Dress](#), dyeing techniques in [India](#) or [Nigerian](#) or all about the [machines that revolutionized textile making](#) over the centuries.

### Impact of fashion:

- Understand the diverse impact of fashion how it empowers local [communities in India](#), has an [environmentally challenged side](#) and of course how it [means business](#).
- Read expert articles about [“Why fashion matters”](#), [“4 ways to love both fashion and the planet”](#), or [“How to power dress like history's greatest women”](#).

## **ABOUT THE FRICK PITTSBURGH**

Located on the Pittsburgh estate of late-19th-century industrialist Henry Clay Frick, [The Frick Pittsburgh](#) is the steward of collections left as a legacy to the people of Pittsburgh by Frick's daughter, Helen Clay Frick. The permanent collections include fine and decorative arts, cars, carriages, historic objects, and buildings. The Frick experience includes The Frick Art Museum, the Car and Carriage Museum, Clayton, the Frick family Gilded Age mansion, and six acres of beautifully landscaped lawns and gardens. Also included are an Education Center, the Frick children's playhouse (designed by renowned architects Alden & Harlow), a large working greenhouse (also designed by Alden & Harlow), The Café at the Frick, and the Grable Visitor Center, which houses the Frick Museum Store.

## **ABOUT GOOGLE ARTS & CULTURE**

[Google Arts & Culture](#) puts over a thousand museums at your fingertips. It's a new, immersive way to explore art, history and wonders of the world. Following projects that made [Street Art](#), [Performing Arts](#) and [Natural History](#) accessible to people all over the world, "[We wear culture](#)" allows everyone to explore the world of fashion. The Google Arts & Culture app is free and available on the [web](#), on [iOS](#) and [Android](#). The Google Arts & Culture team is an innovation partner for cultural institutions. The team works on technologies that help preserve and share culture and allow curators to create engaging exhibitions online and offline, inside museums.

## **GENERAL INFORMATION**

[The Frick Pittsburgh](#) is located at 7227 Reynolds Street in Pittsburgh's Point Breeze neighborhood. Free parking is available in the Frick's off-street lot or along adjacent streets.

The Frick is open 10:00 a.m.–5:00 p.m., Tuesday–Sunday; 10:00 a.m.–9:00 p.m. Friday; and is closed Mondays and major holidays. To make reservations, or for information, the public should call 412-371-0600, or visit the Frick online at [TheFrickPittsburgh.org](#).

**For additional information or images, please contact Greg Langel, Marketing & PR Manager,  
at 412-342-4075 or [GLangel@TheFrickPittsburgh.org](mailto:GLangel@TheFrickPittsburgh.org)**

# # #