Imagine. There’s a place where your senses are being stimulated by what you see with your eyes. Provoking your imagination. In this environment the work of worldwide renowned fashion designers is presented in a way that goes beyond textiles. Giving you the opportunity to experience exhibitions that are normally spread across the globe. Virtual, yet physical.

‘If there was an ideal place it would contain elements of magic, serenity, sorcery and mystery’

Barragan, L. 2017

EXHIBITION

RENDER

VENUES

HOW WE WORK

Contrary to other exhibitions we present ourselves in environments that go beyond boring white museum walls and TL lightning. Exhibiting in more surprising venues such as an old factory has much more opportunity in terms of non-regular shapes and forms. Which will only benefit the immersive way fashion is presented within the platform. Therefore we manifest on different locations. Ranging from industrial spaces to party venues: which are particularly suitable for showcasing. There are a lot of nightclubs that are barely being used during weekdays whilst having the perfect space for the platform to live in. We are ably more than happy to take this as a big opportunity in terms of presenting and collaborating. Only preconditions for these nightclubs is that they suit the party-interests of our target audience. In Amsterdam we will choose Radion over club Air and De School over Jimmy Woo.

Within the platform we created a model for translating exhibitions to a SPINN-OFF that we can present on a different location. There are a couple of conditions that have to be taken into consideration. This model offers the preconditions for this translation.

Fluidium works in a multidisciplinary team of experts and talented to translate worldwide fashion exhibitions and present them in a new environment. We do this for the young and creative and by the young and creative. Therefore we stimulate global partnerships with academies to create a learning environment that is formed and shaped by the talent we work with. This way we keep ourselves fluid and on Zeitgeist.

We strive for a global exchange of fashion knowledge and therefore are on top of our translating game. Depending on the country we are exhibiting in, we choose exhibitions that are normally unreachable for the target audience. For example: when we manifest in Europe we choose exhibitions that are overseas and vice-versa.

The platform works with a big range of established fashion designers that are already exhibiting their work. We choose to showcase designers that are experimental, innovative and future driven in their ways. The biggest aim is to create an international exchange of inspiration and knowledge. We want to generate a diverse programme that is not only inspiring but also informative and educational.

We can only do what we do together with these designers. Like this, the platform benefits both parties. The fashion designers gain more worldwide exposure and the presentation goes beyond draping a garment on a mannequin. This way the platform keeps up with the promise to always exhibit a diverse programme and to remain credible for our target audience.

Technically, if the technology is installed on the venue we are able to present a different designer on a daily basis. However, depending on the venue, the exhibited designer, their needs and the demand of the target audience we will run a more customized and flexible programme.

Issey Miyake Exhibition Tokyo

Anne Lindberg Gallery