

Het ModeMuseum - The Fashion Museum: Backstage



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Backstage: Selection 1

MoMu theme exhibition

Campaign image Selectie I: Backstage 21 September 2002 – 4 April 2003

As indicated by the title, the MoMu's opening exhibition focuses on a first selection of the MoMu collection, with the intention of presenting further selections, either or not linked to a specific theme, in the future.

The basis is the given of 'depot', the treasury of every museum. At the depot the

collection is stored in the best possible climatological conditions, far away from harmful influences such as light, dust and moisture. But the depot also has a significant symbolic value. The collection items are stored next to each other without distinction. They are taken off their pedestal, away from the attention given to them in the exhibitions. It is a place where objective reflection seems possible, where items can be looked at in all peace and quiet, and in all their simplicity. But most of all, it is a place where you can be surprised, where the most horrendous box suddenly reveals a special item. That is the feeling and atmosphere we want to achieve in Selectie 1.

Thematic versus historic

It was a conscious choice not to present the collection as a historic linear narrative, but on the basis of themes. Historic items are confronted with contemporary items, and it will not always be crystal clear which items are historic and which ones contemporary. In this manner we want to get rid of the 'dusty' character of the historic section and let the spectator discover the often revolutionary aspects by himself. On the other hand, we also want to create a historic context for the contemporary items in these confrontations. What is the story, the inspiration behind these items? Which famous historic designers or which other cultures are referred to? In doing so, we want to be as little pedantic as possible. With a minimum of text information and a great visual input, we want to achieve a maximum of emotion, amazement and curiosity in visitors.

Look behind the screens

Finally, in Selectie I we want to give a first impression of what the MoMu will be offering the audience in the future. It will become clear that we have looked for alternatives to display clothes, while not only paying attention to visuals, but also to the tactile aspect. Therefore, the audience can expect a look behind the scenes of the museum, the collection and the future exhibition policy.

Scenography: Bob Verhelst

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