

文 / 林佩琪
limpp@sph.com.sg
照片 / 由亚洲文明博物馆及受访者提供

新加坡时装 韩国展出

由亚洲文明博物馆 (Asian Civilisations Museum, 简称ACM) 呈献, 以新加坡当代时装为主题的特展#SGFASHIONNOW, 今年步入第三个年头。

与前两年不同的是, 特展今年首度走出国门, 在亚洲时尚重镇——韩国举行。本期《美得好》请参与策展的两名拉萨尔艺术学院 (LASALLE) 学生, 分享这一年幕后筹划的点点滴滴。

以新加坡当代时装为主题的特展#SGFASHIONNOW, 今年受邀在韩国举行。

策展挑战

要策划如此大规模的海外展览, 面对的挑战肯定不少。卢敬智透露, 幸好过程中有ACM代表和时装学院讲师的指导和帮忙, 让他们能专注于展现的部分。他指出, 特展分为: 手工艺、都市穿着 (Urbanite), 以及传统中创新三部分, 当中又以后者的归类最为困难。

他说: “无论是传统的民族服饰, 或受传统文化影响的潮流服饰, 似乎都可被归类为‘传统中创新’, 所以我们的挑战就是要如何更鲜明地突出它们的不同特色。”

另外, 虽然他们与韩方之前已透过电邮沟通多时, 但当两人于8月间抵达釜山勘察展场时又是另一项挑战, 因为他们必须配合实际的情况, 当场再做出调整。

Pearlssi指出, 在这之前, 他们以为做展览, 只要找一个合适场地就行了, 但实际上, 如何规划参观的流程也很重要。她说: “为了让访客有一个更完整的参观体验, 我们必须考虑整体, 如空间、美感、解说和如何摆设等, 都会互相产生影响。这次的经验, 对我们俩是一次很好的学习。”

韩星也穿本地品牌服饰

为了让韩国参观者能进一步产生共鸣, 两人特别在“都市穿着”的部分挑选了著名韩国艺人支持的新加坡潮流品牌。据卢敬智所知, 韩国2NE1团员、饶舌歌手CL就穿过Harry Halim的作品; 还有G-Dragon权志龙也穿过本地潮服品牌The Salvages的设计。

#SGFASHIONNOW背景

#SGFASHIONNOW创立于2021年的疫情期间, 由亚洲文明博物馆与新加坡纺织服饰商会 (Textile and Fashion Federation, 简称TaFF), 以及拉萨尔艺术学院合作协办。特展凝聚多方力量共同打造展示新加坡时装的平台, 希望透过本地设计师的作品, 反映新加坡当代时装风貌, 也探索时装在亚洲历史中扮演的角色, 让访客重新思考新加坡的文化身份。

特展开始以来, 就由拉萨尔艺术学院的时尚媒体和行业系的学生团队, 肩负起重要的策展任务。

目前在韩国釜山举行的#SGFASHIONNOW, 共展出多达27名本地设计师的杰出设计, 是三年来规模最大。

除了有成名设计师如郑昌涛 (Andrew Gn) 和Benny Ong等的华丽作品外, 特展上也能看到一些新晋品牌如Esh, 以及近几年都参与巴黎时装周Youths in Balaclava。

决定把这股青春活力注入其中的概念, 正是出自卢敬智 (26岁) 和Pearlssi。两人向来崇尚街头文化, 去年底决定接下#SGFASHIONNOW策展任务时, 首先想到既然这年获得韩国基金会 (Korea Foundation) 的帮忙, 得以在国外展出, 除了阐述属于新加坡的时装故事, 他们也想展示本地人生活化的一面。

卢敬智说: “前两届的特展, 主要着重于新加坡设计师或是前卫, 或是传统的设计。我和Pearlssi经过商讨, 认为时下年轻人的共同潮流语言是街头服饰, 有些品牌韩国人或听说过, 却不知道来自新加坡, 正好趁此机会让他们了解。我们把构想向ACM提出, 很庆幸得到他们的支持。”

卢敬智目前在拉萨尔艺术学院修读时尚媒体与行业课程荣誉学士学位。为了这次特展, 他们花不少时间搜集资料, 也走访了约10名本地设计师, 并拍摄视频, 以便更完整地呈现其设计理念。

“通过与设计师的访谈, 我发现许多有趣的细节。比如Esh的设计师Esther便与我分享, 她其中一个服装系列有特别的口袋, 灵感其实源自于本地阿兵哥制服; 另一名设计师则告诉我, 他设计的街头服饰喜欢加入具本地特色的图腾, 如沙笼、土生华人建筑等。总之, 此次经验让我大开眼界, 收获满满。”

#SGFASHIONNOW特展在釜山市“韩国基金会亚细安文化屋” (KF Asean Culture House), 自8月10日起举行至本月29日为止; 接下来从11月21日起至明年1月31日, 将移师到首尔展出。

韩国饶舌歌手CL曾穿过的Harry Halim作品。

卢敬智在会场入口处留影, 旁边大荧幕播放的视频由他操刀。

美得好

Youths in Balaclava的设计颠覆传统。

要完美地展示一件作品, 背后原来需要动用这么多人。

Singapore fashion showcased in South Korea

#SGFASHIONNOW, a special exhibition dedicated to Singapore fashion and presented by the Asian Civilisations Museum (ACM), is in its third edition this year.

Unlike the last two years, this exhibition is held overseas for the first time in the Asian fashion hub of South Korea. In this week's "Beauty No Less", we invite two LASALLE students involved in the year-long planning of the event to share with us behind-the-scenes snippets.

The #SGFASHIONNOW exhibition that is currently taking centre stage in Busan showcases outstanding works created by 27 Singapore designers. This is the biggest #SGFASHIONNOW show, following its last two editions.

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Besides the luxurious pieces created by well-known designers like Andrew Gn and Benny Ong, you can also spot some emerging labels, such as Esh as well as Youths in Balaclava which has been a fixture at the Paris Fashion Week in the last few years.

Brian Loh and Pearlsi Tan, who are fans of street culture, are the brains behind the injection of youth and vitality into the event concept this year. When they decided to take on the task of planning #SGFASHIONNOW, the first thing that occurred to them was that since this show would take place overseas with help from the Korea Foundation, besides telling the fashion story of Singapore, they wanted to also display the ordinary human side of Singaporeans.

Said Loh: "In the last two exhibitions, the emphasis was on Singapore designers or avant-garde or traditional designs. Pearlsi and I discussed this and we felt that the common trend language of the young people today is street fashion. The Koreans may have heard of some of our labels but they don't know they come from Singapore. This was a good opportunity to let them understand. We proposed our idea to ACM and we were lucky to receive their support on this."

Loh is currently a student in LASALLE's BA (Hons) Fashion Media and Industries programme. To prepare for this special exhibition, Loh and Tan spent a lot of time collecting information, visited some 10 local designers and shot videos to comprehensively present their design philosophy.

"Through interviewing designers, I discovered many interesting details. For example, Esh designer Esther shared with me that one of her collections had exceptionally many pockets and the inspiration came from our National Service uniform. Another designer told me that he likes to add features that are characteristic of Singapore, such as sarong and Peranakan architecture, into his street apparels. In short, this is an eye-opening and fruitful experience."

The #SGFASHIONNOW special exhibition is being held at the KF Asean Culture House, Busan, from Aug 10 to Sept 29. It will travel next to Seoul where it will open from Nov 21 to Jan 31, 2024.

Event planning challenges

It was an immense challenge to plan such a large-scale show overseas. Loh said that they were lucky to have an ACM representative and a lecturer from LASALLE's School of Fashion to guide and assist them, so that they could keep their focus on how to present the show. The exhibition has three main themes: "Craftsmanship", "Urbanite" and "Innovation in Tradition". Of the three, "Innovation in Tradition" proved the most challenging to curate.

"Be it traditional ethnic clothes or trendy clothes influenced by traditional culture, they all seemed to fall under 'Innovation in Tradition'. So our challenge was to project their uniqueness more distinctively," said Loh.

Besides this, despite a long chain of e-mails exchanged with the Korean side in the course of planning, when the duo arrived in Busan in August to survey the venue, more challenges awaited as they had to adjust their plans according to the actual situation. Tan noted that they

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had assumed that to hold an exhibition, all they needed to do was to find a suitable location. But in reality, the planning of how the visitors should tour the exhibition was also very important.

"To give visitors a more holistic experience, we must consider the integrity, such as space, aesthetics, narration and how to display, and all these will affect one another. This is a very good learning experience for the two of us," said Tan.

Korean stars also wear Singapore labels

To allow South Korean visitors to further resonate with the labels, Loh and Tan specially curated Singapore urban labels supported by Korean celebrities for their "Urbanite" showcase. For example, 2NE1's rapper CL had worn a Harry Halim and G-Dragon had been spotted in The Salvages's streetwear, according to Loh.

About #SGFASHIONNOW

#SGFASHIONNOW was started in 2021 during the Covid-19 pandemic by the Asian Civilisations Museum, Textile and Fashion Federation (TaFF) and LASALLE College of the Arts. The special exhibition brings together multiple collaborators to create this Singapore fashion platform. Through the works of local designers, the idea is to reflect the contemporary fashion of Singapore and explore the role of fashion in Asia's historical culture to enable visitors to rethink the cultural identity of Singapore.

Since the first show, LASALLE'S BA (Hons) Fashion Media and Industries students have always taken the important role of planning the event.