Womenswear - “Alba” overall and clutch created within the framework of the In Circulation: Artista Studio project

Contemporary Design Collection

Accession Nr.:	2019.10.1-2
Artist/Maker:	Artista Stúdió (1993 -) / fashion brand Imre, Katalin / fashion designer Stampf, Katalin / accessory designer
Manufacturer:	Artista Studio
Date of production:	2018
Place of production:	Hungary; Budapest
Materials:	patent leather; silk
Techniques:	machine sewn
Dimensions:	length (overall): 131 cm bust width (overall): 35 cm inside leg: 83 cm width (pants): 44 cm length of straps: 111 cm width of straps: 14 cm length (clutch): 13 cm width (clutch): 22 cm

The “Alba” outfit was created as part of the exhibition series, 'In Circulation' launched by the Contemporary Design Department in 2018. According to the concept, the invited designer will select an object or ensemble of objects from the collection of the Museum of Applied Arts, and will create a new design as inspired by the object(s). The first exhibition in the series was that of Artista Studio. The fashion brand’s designers created three unique outfits and accompanying accessories for three fictional female characters, Olga, Maya and Alba

(see also 2019.10.1-2; 2019.11.1-2).

The inspirational source of the “Alba” outfit, this porcelain tea cup and saucer were manufactured in the Epiag factory founded in the former Austro-Hungarian Monarchy. The porcelain was designed in the 1910s while its art deco ornament was created around 1922. The extremely thin, simple shape is empasised by the smart black lines giving the object a completely modern look.

Modernity is the main feature of Alba’s personality. This woman is enlightened, emancipated and is an avid contemporary art fan. The noble, classical silk material of the dress is complemented by the checked pattern, inspired by the cup. It could have been worn in the 1920s so as today. The three prime colours (yellow, blue and red) are magnificently counterpointed by the clean, refined style of the overall. The tiny snake-printed bum belt bag was the smart and pragmatic combination of the belt and the clutch.

Literature

- Szerk.: Jékely Zsombor: Program of the Contemporary Design Departement of the Museum of Applied Arts

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Budapest. *Ars Decorativa 36*. Iparművészeti Múzeum, Budapest, 2022. - p. 196. Nr. 3. (Dr. Horváth Judit)

















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