

Press Release

September 2017

AWOW puts Denmark on the international fashiontech scene

Forty professional models will make a spectacular entry on a floating catwalk when the Aarhus Walks on Water fashiontech show takes Aarhus Waterfront by storm on 16 September

A floating catwalk, digital scenography design and wearable tech: these will be the ingredients when 40 models from Unique Models Aarhus walk on water at DOKK1 on 16 September to indulge the tastes of glamour girls and gadget guys.

Aarhus Walks on Water fashion show will present fashiontech created as a cooperative effort involving eight young international design-teams paired with regional fashion companies. The design-teams took part in an open call and the eight finalists will show their designs at a spectacular floating runway. The winning team will take home the AWOW Talent Award, a prize of €10.000.

As part of the show Modeclix is for the first time in Denmark showing a new collection of 3D printed garments and fashion accessories. Shaun Borstock, Associate Dean for Business and Innovation at the University of Hertfordshire is the architect behind in close collaboration with renowned 3D specialist and designer Mark Bloomfield (electrobloom).

Digital scenography will transform the city waterfront with lighting, music and moving images, as fashion and new technology walk on water on a 80 meter long catwalk stretching into the harbour basin.

Aarhus Walks on Water is presented by Aarhus University, VIA University College, Headstart Fashion and this.Festival by Filmby Aarhus/Interactive.Denmark.

The project is supported by the Central Denmark Region and European Capital of Culture Aarhus 2017.

“Fashion takes a liquidous turn as the Aarhus Harbour transforms into a spectacular platform for innovative wearables. We can't wait to see the digital displays, the stunning designs and the interaction of media as young talents send their latest creations out into the dazzling spotlight as Aarhus Walks on Water. Another great example of our creative industries cross pollinating their creativity,” says Juliana Engberg, Programme Director in European Capital of Culture Aarhus 2017.

For further details, please contact: Lene Elsner, Project Manager, AWOW, tel. (+45) 2118 6224 or Peter Vestergaard, European Capital of Culture Aarhus 2017, tel +45 2013 1090

Design Team Finalists of the AWOW Talent Competition and their Fashion Talent Partners

Kaffe	Stanislav Ondrus & Zuzana Jelcicova (Slovakia)
VRS	Yiyu Chen (Taiwan)
LauRie	Zoltan Szepesi & Gaby Gosztola (Hungary)
Cream	Myroslava Vetokha, Randi Katrine Hillerøe, Manoli Ly Pedersen (Ukraine, Denmark, France)
JBS	Ana Manuela Secara (Romania)
Culture	Boa Kim & Pernille Bech-Larsen (South Korea, Denmark)

Lego
Karen by Simonsen

Tiia Maria Jaakkola (Finland)
Dana Jasinkevica (Latvia)

AWOW will this weekend host a variety of events

- | | |
|---------------------|--|
| 14 September, 17.00 | Executive Talk with Kristina Dimitrova and Joanna Hir,
hosted by Aarhus University and VIA University College |
| 15 September | Aarhus DIGI:TAL Conference hosted by this.Festival and Filmby Aarhus. |
| 15 September, 20.00 | AWOW rehearsal at DOKK1 in the Aarhus City Harbour |
| 16 September, 17.00 | AWOW Press Meeting at Hotel Atlantic |
| 16 September, 20.00 | Aarhus Walks on Water Fashion Show and Talent Award 2017 |
| | 20.00 Screen presentation of Fashion Design Finalists |
| | 21.00 Fashion Show |
| | 22.00 Talent Award 2017 |
| | Aarhus City Harbour at DOKK1 |
| | Free entrance |