

Introduction

The monograph you are about to experience is a compendium of Ann Demeulemeester’s visual work, from T-shirt graphics to print invitations.

An Ann Demeulemeester show invitation was a tangible representation of the near future. In the materials, the colors, the graphics, one would try to decipher the hidden messages of what was to come on the runway. As Ann herself puts it, “The soul of a collection is translated into an invitation.” The art of the physical invitation is largely lost today, replaced by emails with QR codes. They have become precious artifacts of a bygone era, and so we hold onto the ones we have collected over the years.

Some of the images presented in this book have become iconic, such as the tank top printed with the word “holy,” a reference to Allen Ginsberg’s poem “Footnote to Howl.” Ann made two thousand tank tops with that word for the attendees of her Spring/Summer 1998 show, and Patti Smith’s reading of the poem became the show’s soundtrack. Another example is a photo negative portrait of her son Victor, whose hair Ann had just cut, superimposed with Arthur Rimbaud’s famous line, “Je est un autre.”

Poetry and modernism have been Ann’s perennial inspirations, while the presence of fragility and strength lies at the center of her work. Her oeuvre is intensely personal, from her inspirations to the close collaboration with her husband Patrick Robyn and their son. Many of Patrick’s photos were used on the invitations and shirt graphics. Inevitably abstract, leaving room for imagination, suggesting rather than dictating. Victor grew up in the creative world of his parents; it is only fitting that he designed this book, coming full circle, like the circle of feathers that is its first image.

— Eugene Rabkin



SCANDAL '88

ANN DEMEULEMEESTER

and
PATRICK BROWN

LA BEAUTE DU DANGER





SUMMER '91

MILAN: 5 - 16 OCT. 1990

SHOWROOM EO BOCCI - VIA NINO BIXIO 8 - 20129 MILAN - TEL. 02 / 225 112 - 29 513 989 - FAX 02 / 204 25 09

PARIS: 19 - 23 OCT. 1990

SHOWROOM HOTEL SAINT JAMES - 6, RUE DU 29 JUILLET - 75001 PARIS

ANN DEMEULEMEESTER - R.V.B.A. "32" - LANSSTRAAT 3 - B 2000 ANTWERPEN - TEL. 03 / 232 34 23 - FAX 03 / 232 35 32

UN HIVER

ANN DEMEULEMEESTER '91-'92

13 (A PARTIR DE 14H), 14, 15, 16, 17, 18 ET 19 MARS 1991: GALERIE NIKKI DIANA MARQUARDT - 9, PLACE DES VOSGES - 75004 PARIS - METRO ST. PAUL
AGENTE PER L'ITALIA: EO BOCCI-SHOWROOM: 1-11 MARZO 1991 - VIA NINO BIXIO, 8 - 20129 MILANO - TEL. 02 / 225 112 - 29 513 989 - FAX 02 / 204 25 09

ANN DEMEULEMEESTER - B.V.B.A. "32" - LANSSTRAAT 3 - B 2000 ANTWERPEN - TEL. 03 / 232 34 23 - FAX 03 / 232 35 32
RELATIONS PRESSE: MICHELE MONTAGNE - 6, RUE MILNE-EDWARDS - 75017 PARIS - TEL. 01 / 45 72 06 81 - 45 72 22 88 - FAX 01 / 45 74 45 41

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UN HIVER

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Collection d'hiver 1995-'96
ANN DEMEULEMEESTER

JEUDI, 16 MARS 1995 A 19H.
LE MONDE DE L'ART
18, RUE DE PARADIS - 75010 PARIS

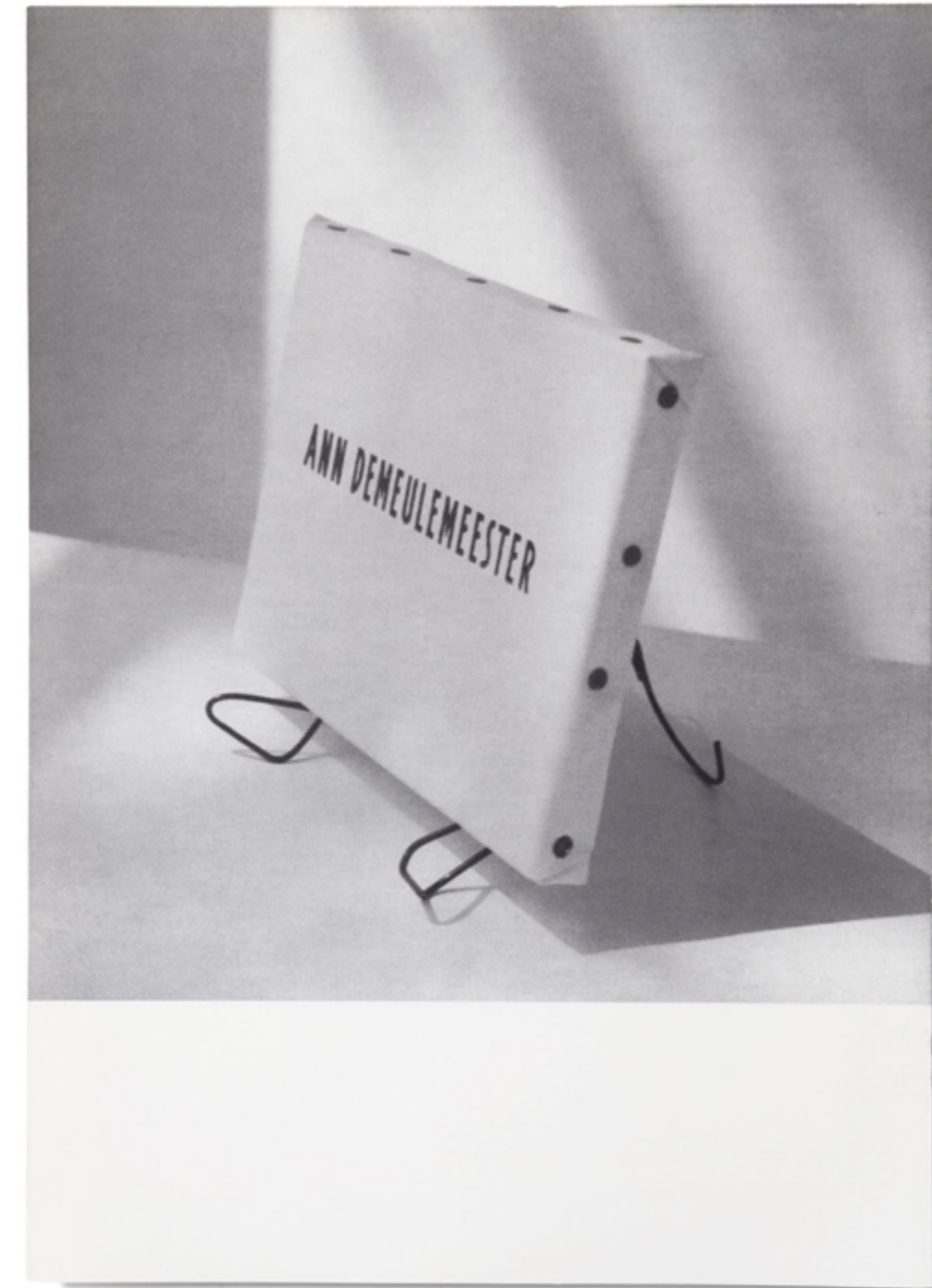
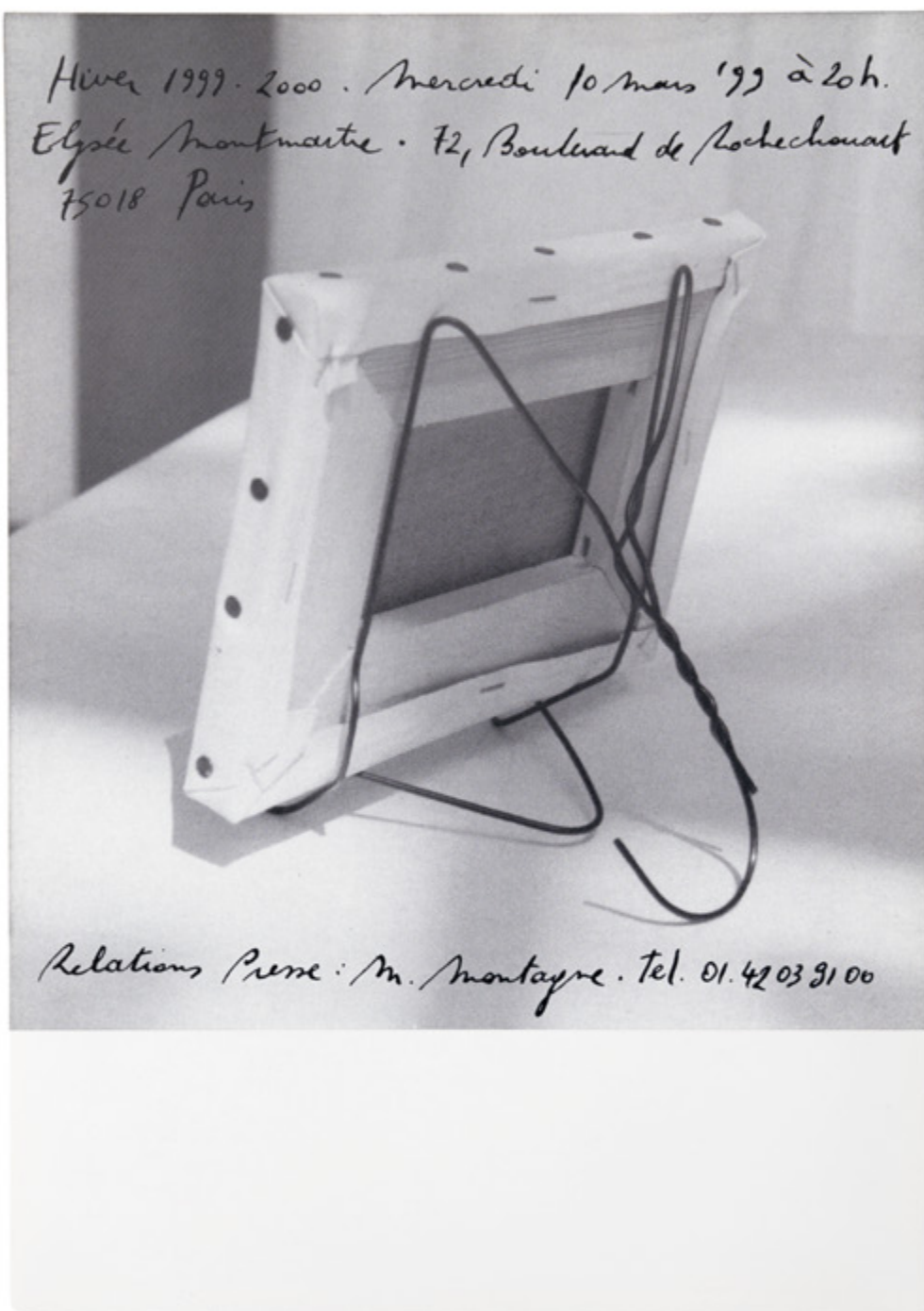
Photo : "Collection d'hiver", 1996 - Min Ray - © Min Ray Trust, Paris - Sabam, Bruxelles, 1995.

ANN DEMEULEMEESTER - B.V.B.A. "32" - POPULIERENLAAN, 34 - B-2020 ANTWERPEN - TEL. 03/ 830 52 72 - FAX 03/ 830 05 04
RELATIONS PRESSE: MICHELE MONTAGNE - 104, RUE SAINT-MAUR - 75010 PARIS - TEL. 01/ 42 03 91 00 - FAX 01/ 42 03 12 22



'Collection d'hiver'





ANN DEMEULEMEESTER ETE '00 MERCREDI 6 OCTOBRE 1999 A 20H
ELYSEE MONTMARTRE 72, BOULEVARD DE ROCHECHOUART 75018 PARIS
RELATIONS PRESSE: MICHELE MONTAGNE TEL. 01 42 03 91 00



ANN DEMEULEMEESTER ETE 2004
VENREDI 10 OCTOBRE 2003 - 19H30
ECOLE NATIONALE SUPERIEURE DES BEAUX ARTS
14 RUE BONAPARTE 75006 PARIS

PRESSE: MICHELE MONTAGNE
TEL. 01.42.03.91.00 - FAX 01.42.03.12.22

'TIL ROSES

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