

Wien, January 2011

**Wien Museum Karlsplatz, Karlsplatz, 1040 Vienna**

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**MORE THAN JUST FASHION  
THE KATARINA NOEVER COLLECTION**

**Press:** Wednesday, February 1, 2012, 10 a.m.  
**Opening:** Wednesday, February 1, 2012, 6.30 p.m.  
**Exhibition location:** Wien Museum Karlsplatz, 1040 Vienna, 2nd floor  
**Exhibition duration:** February 2 to May 20, 2012  
**Opening times:** Tuesday to Sunday and public holidays, 10 a.m. to 6 p.m.  
**Press photos:** [www.wienmuseum.at/de/presse](http://www.wienmuseum.at/de/presse)

**Fashion in Stuffy Vienna**

A fashion collection as a document of Viennese avantgarde lifestyle since the 1960s. At the time Katarina Noever was a top model who wore the creations of the Boutique Etoile, bringing a breathe of fresh air to stuffy Vienna. In 1971 she founded the now legendary Section N., together with Peter Noever. This shop, designed by Hans Hollein, was a “kind of urban salon” (Laurids Ortner).

The Viennese public was exposed to international design in an unconventional way. Besides lamps and furniture by Achille Castiglioni or Marcel Breuer, Styrian felt slippers or ethnic fashion from Asia were also on offer.

**“Seismographic Understanding of Form”**

By acquiring the Noever Collection, the Wien Museum has purchased an extraordinary fashion collection, which is enriched by a cultural-historically important donation of photos and media documents. The spectrum is wide, ranging from models by Missoni, Armani and Issey Miyake to designs from Vienna (Lisa Robinson Luna, Etoile, Schella Kann), as well as Japanese kimonos and own creations. The exhibition, which shows about 80 objects, thus pays tribute to the lifelong achievement of a passionate mediator, who possesses a “seismographic understanding of form”, in the words of Otto Kapfinger.

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**Admission:** 8 EUR / 6 EUR. (pensioners, Wien-Card holders, Ö1-Club members, disabled persons, apprentices, students up to 27, military and civilian service conscripts, groups of more than 10)  
Schoolchildren and youths under 19: free admission!  
Every first Sunday in the month for all visitors: free admission!

**Visitor information:** Tel (+43 1) 505 87 47-0, [www.wienmuseum.at](http://www.wienmuseum.at);  
e-mail: [service@wienmuseum.at](mailto:service@wienmuseum.at)

**Curator:** Regina Karner

**Exhibition design:** propeller z

**Graphics:** Maria-Anna Friedl

**Main sponsor of  
Wien Museum:** Wiener Stadtwerke

**More Information about Katarina Noever:** [www.noever.at](http://www.noever.at)

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