

IKON

Ikon Gallery
1 Oozells Square, Brindleyplace, Birmingham B1 2HS
0121 248 0708 / www.ikon-gallery.org
Open Tuesday-Sunday & Bank Holiday Mondays, 11am-5pm / free entry
Registered charity no. 528892

Osman Yousefzada *Being Somewhere Else* 6 – 29 June 2018



OSMAN. Pre-Fall collection 18, photographer Harry Carr

This is the first solo exhibition by Birmingham-born fashion designer Osman Yousefzada. A leading light of London Fashion Week, Osman works at the intersection of art and fashion, combining his multi-disciplinary design practice with a strong sense of social commentary. His style fuses haute couture techniques and fabrics with strong sculptural designs and a clear perception of modernity, making him a go to designer for women from the worlds of art, film, entertainment and commerce.

Osman's work has developed from a place where he considered himself to be "a product of multicultural England" and is shaped by a clear awareness of political contexts. Born into a conservative Muslim family in Balsall Heath, Birmingham, Osman's Afghan mother ran a dressmaking business, making clothes for the Asian community. Having helped from a young age, by the time he entered secondary school Osman was cutting patterns for a variety of fabrics, including chiffon and brocade, and sourcing trims and haberdasheries at the local Asian shops: "as immigrant children we all had to muck in. People talk about the American Dream, but the British Dream isn't dissimilar, you buckle up and you work as many hours as you can in a day".

After a period studying anthropology at the School of African and Oriental Studies (SOAS), London, where he quickly became distracted by the club scene and making his own outfits, he enrolled briefly at Central Saint Martins, and then finally returned to finish his degree at SOAS before going on to do a Masters at Cambridge. His eponymously named label OSMAN made its on-schedule debut in 2008 at London Fashion Week.

Osman's exhibition at Ikon consists entirely of new commissions, with a personal consideration of the contemporary fashion world and the industry's inherent inequalities, juxtaposed with representations associated with the experience of immigration. Installations include a tent-like structure covered in delicate hand-embroidered cloth, patterned with a repeated signature based on Osman's mother's mark, which is presented adjacent to an evocation of an "immigrant's bedroom" – inspired by his Afghan/Pakistani family's experiences – full of furniture and decoration signifying cultural displacement.

Other installations feature imported garments made by low-wage workers for 'fast fashion' in the West and fetishised objects in a walk-in wardrobe redolent of male domination. Osman also presents a number of films, including a work made in collaboration with British artist Haroon Mirza, who returns to Ikon in the Winter for an exhibition of his own (November 2018 – February 2019).

To coincide with his exhibition, Osman is curating a four day festival, fusing themes of migration, fashion, art and music. Events include a screening of *The True Cost* (2015) with an introduction by Executive Producer Livia Firth; a fashion illustration workshop with illustrator Gregory Mark Lewis; Osman Yousefzada in conversation with Claudia Croft, Contributing Editor, *British Vogue* and much more. *The Migrant Festival* runs Thursday 14 – Sunday 17 June 2018, see website for details nearer the time.

The exhibition is organised in partnership with Selfridges and supported by Dazed, Eco-Age and Leila Elling.

For more information, high-res images and to request interviews please contact Rebecca Small or Emily Luxford on 0121 248 0708 or email r.small@ikon-gallery.org or e.luxford@ikon-gallery.org

Social Media Handles:

Instagram, Twitter and Facebook: @ikongallery #IkonGallery @osmanstudio #ThisIsOsman

Links: ikon-gallery.org osmanlondon.com

Note to Editors:

1. Ikon exhibition opening: Wednesday 6 June, 6-8pm.
2. In 2008 Osman was nominated for the annual Designs of the Year Award at the Design Museum and awarded the prestigious British Fashion Council NEWGEN Award. He was shortlisted for the BFC/Vogue Designer Fashion Fund in 2011, 2013 and 2015 and recently participated in the Dhaka Art Summit 2018. Osman's designs have previously been displayed at the V&A Museum and the Design Museum, London. For more information about his work visit osmanlondon.com
3. Selfridges, Birmingham is the exclusive Midlands stockist for Osman's designs. The business was founded by American entrepreneur Harry Gordon Selfridge in 1909 and was widely regarded as the first and best example of a modern department store. Harry Gordon Selfridge ran the store himself until he retired in 1940. After several ownerships the company was de-merged from the Sears Group in 1998 and floated on the London Stock Exchange. In 2003 W. Galen Weston purchased Selfridges and under his ownership Selfridges has become an extraordinary global destination for fashion, luxury and retail theatre. In June 2010 Selfridges was named Best Department Store in the World for the first time by the IGDS (Intercontinental Group of Department Stores). The title, which Selfridges held until June 2012, is the industry's highest accolade. Selfridges won the title again in June 2012, and again in 2014 for an unprecedented three times consecutively. In May 2016, Selfridges won the inaugural award for World's Best Sustainability Campaign at the IGDS world summit for its long-term commitment campaign, Buying Better Inspiring Change, which it launched earlier in January. Selfridges has four stores in London, Birmingham and Manchester (Trafford Centre, Exchange Square) and the international website now delivers within the UK and to over 130 countries, trading in eight currencies. Selfridges today continues Harry Gordon Selfridge's legacy - a shopping experience that promises to surprise, amaze and amuse its customers by delivering extraordinary customer experiences. www.selfridges.com
4. Ikon is an internationally acclaimed contemporary art venue situated in central Birmingham. Established in 1964 by a group of artists, Ikon is an educational charity and works to encourage public engagement with contemporary art through exhibiting new work in a context of debate and participation. The gallery programme features artists from around the world and a variety of media, including sound, film, mixed media, photography, painting, sculpture and installation. Ikon's off-site programme develops dynamic relationships between art, artists and audiences outside the gallery. Projects vary enormously in scale, duration and location, challenging expectations of where art can be seen and by whom. Education is at the heart of Ikon's activities, stimulating public interest in and understanding of contemporary visual art. Through a variety of talks, tours, workshops and seminars, Ikon's Learning Team aims to build dynamic relationships with audiences, enabling visitors to engage with, discuss and reflect on contemporary art. www.ikon-gallery.org
5. Ikon is open Tuesday – Sunday and Bank Holiday Mondays, 11am - 5pm. Admission is free. Ikon Gallery is supported using public funding from Arts Council England and Birmingham City Council. For the latest news and events follow @ikongallery on [Twitter](https://twitter.com/ikongallery), [Facebook](https://www.facebook.com/ikongallery) and [Instagram](https://www.instagram.com/ikongallery).

Image reproduction terms and conditions:

- Credit information must accompany each photo that you publish: credits are as per their file titles with the credit 'Ikon Gallery, Birmingham, ikon-gallery.org'
- No cropping or text overlay of any kind is permitted without permission
- Subject to the terms and conditions of this Agreement, you will have the non-exclusive license to use each Photo for one-time print and online editorial purposes only
- Except as expressly permitted by this Agreement, you may not copy, reproduce, market, sell, distribute, publish, display, perform, modify, create derivative works of, download, or transmit, in any form or by any means, electronic, optical, mechanical or otherwise, any Photos. This restriction includes the distribution, marketing and selling of unauthorised "hard copies" of Photos and the distribution, marketing and selling of Photos through any electronic medium or any electronic storage device.
- You may store Photos electronically until such time as the Photo is used in your publication. You are not allowed to enter Photos into a database or hold them longer than you need to for publication.



OSMAN. Resort 17 collection, photographer Harry Carr

IKON

Ikon Gallery
1 Oozells Square, Brindleyplace, Birmingham B1 2HS
0121 248 0708 / www.ikon-gallery.org
Open Tuesday-Sunday & Bank Holiday Mondays, 11am-5pm / free entry
Registered charity no. 528892



Osman Yousefzada



OSMAN. AW18, photographer Mitchel Sams