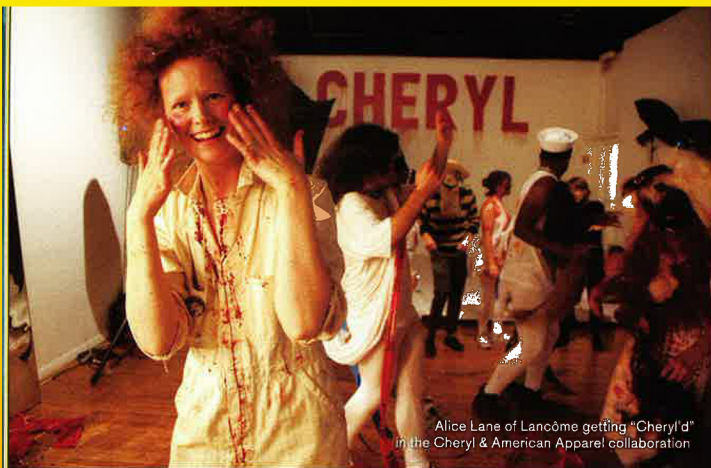


# V MAGAZINE SPRING 2011



Alice Lane of Lancôme getting "Cheryl'd" in the Cheryl & American Apparel collaboration



Courtney Love with MoMA PS1 director Klaus Biesenbach



Rashad Newsome, Alexander Wang, clad performers



Cynthia Rowley getting "Carried" in her collaboration with Olaf Breuning



James Kaliardos, Cecilia Dean, and Stephen Gan on Halloween



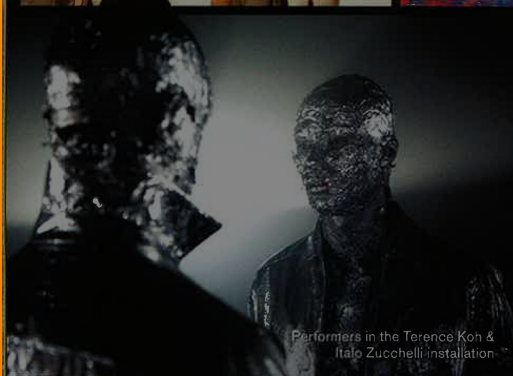
The Ryan McNamara & Robert Geller collaboration offered dance classes to audience members



Riccardo Tisci and Marina Abramovic



The Rob Pruitt & Marc Jacobs "runway"



Performers in the Terence Koh & Italo Zucchelli installation

## MOVE! AT MOMA PS1



Vinodh Matadin and Inez van Lamsweerde host the launch of Visionaire FAIRY TALE on Halloween

It takes a rare beast to channel the creative energy in the fashion and art worlds, much less funnel it together and make magic out of it. But thanks to the creative wunderkinder behind MOVE!—and the bouyant crowd who came to see it—that's exactly what happened. MOVE! the inaugural fashion-meets-art mashup-looza that took place at MoMA PS1 over Halloween weekend, surprised and delighted no one more than its co-creators—Cecilia Dean and myself. We spent so much time making sure all the little pieces came together that we were taken by surprise by the spirit and fun of the whole shebang once it was up and happen-

ing. And that goes for everything, from the hypnotic, grainy eyewitness videos created by Dan Colen and Proenza Schouler's Lazaro Hernandez and Jack McCullough to the peppy, Up-With-People piece brought to groovy life by Ryan McNamara's dance instructors, to the eerie, misty, silver-suited moonscape created by Terence Koh and Italo Zucchelli. Art and fashion literally collided when models wearing Supima-denim dresses designed by Cynthia Rowley got drenched with a can of Valspar paint by Olaf Breuning. Amid all the mayhem, meditative reprieves were offered by Brody Condon and Rodarte's "pole dance" and

the Narciso Rodriguez-clad dancers choreographed by Jonah Bokaer. Elsewhere, visitors became one with the art itself. Never has an audience wanted to participate in an artwork more than the blue-screen fashion runway concocted by Rob Pruitt and Marc Jacobs. And, since it was magic we were after, David Blaine was there doing a twelve-hour marathon of magic tricks as part of his collaboration with Adam Kimmel. With the great press and glowing reports (we hear even cynics had fun), we've been asked to do another one next Halloween. So get dressed and get ready to MOVE! again. **David Colman**



## RICCARDO TISCI'S NEW YORK HALLOWEEN

