

LACMA Announces Spring 2017 Wear LACMA Collection, Featuring New Designs by Kendall Conrad, Lena Wald, and Outerknown

The collection will be available on the redesigned online LACMA Store beginning June 7

(Los Angeles, CA—May 31, 2017) The Los Angeles County Museum of Art (LACMA) announces its spring 2017 Wear LACMA Collection featuring new designs by Kendall Conrad, Lena Wald, and Outerknown. An initiative of the museum's Director's Circle, Wear LACMA is an art and fashion project featuring unique edition pieces created by Los Angeles's designers and inspired by the museum's permanent collection. For this season, three versatile designers have created a stunning collection of fashion items inspired by the museum's diverse collection.

The Spring 2017 Wear LACMA items will be sold at the LACMA Store and the redesigned thelacmastore.org beginning June 7, 2017, with all proceeds benefiting the museum.

"One of the great things about Los Angeles is that there are so many creative people here in the city. With Wear LACMA, we love partnering with Los Angeles based-designers for their unique perspectives and diverse backgrounds. The way these designers have been inspired by the museum's collection allows us to look closer at these works and appreciate them in a different way," said Katherine Ross, founder of Wear LACMA. "This season's selections from Kendall Conrad, Outerknown, and Lena Wald perfectly reflect the original mission of the Wear LACMA project and spotlight incredible works of art."

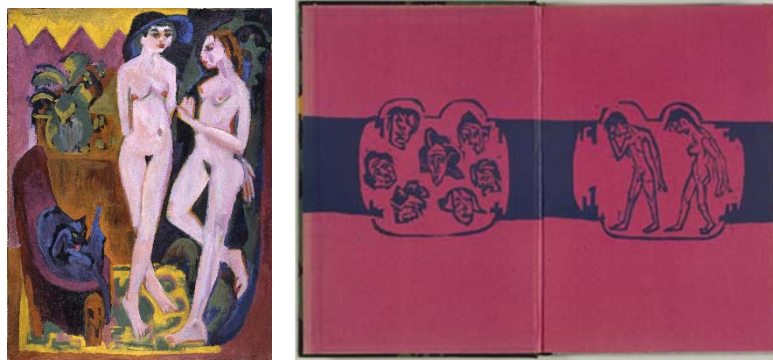
Wear LACMA Spring 2017 Collection



(IMAGE CAPTIONS ON PAGE 4)

For Wear LACMA, **Kendall Conrad** has created an alluring line of leather goods and a jewelry item inspired by an ancient handled weight from Afghanistan that depicts primitive scorpions surrounding a fruit bearing palm tree.

"This artwork first caught my eye because it was in the shape of a bag, but the carved image is what I fell in love with. The natural scene in 300 BCE Bactria (located between the Hindu Kush mountain range and the Amu Darya River) evokes an ancient time, when the scorpion was the symbol of Ishkhara, the Goddess of Love. I realized that this indigenous tableau would translate well as a hand-stitched interpretation on leather and as a brass pendant eliciting the talismanic scorpion," said Kendall Conrad.



Jewelry designer **Lena Wald** created a suite of jewelry inspired by two works by Ernst Ludwig Kirchner: the painting *Two Nudes in a Room* (1914) and a woodcut block print (1919–23). Kirchner was one of the founders of German Expressionism and one of the most original printmakers of the 20th century.

Lena Wald commented, "I am honored to be a part of Wear LACMA this season. I am a native Angeleno and LACMA has always been a part of my landscape. Since much of my work is figural, I was drawn to two Kirchner objects, the *Untitled* print and *Two Nudes in a Room*, a painting with incredibly stunning colors. I love the idea of painting/enameling the jewelry for this Wear LACMA collection in the rich colors reminiscent of these works."



Outerknown was inspired by the delicate designs on a Syrian tile from 1600, a 19th century botanical photograph, and a textile from the Hawaiian Islands made from a mulberry plant. For Wear LACMA, Outerknown has designed the first menswear pieces for the project which includes T-shirts and a special pant.

“Outerknown’s creativity is an ongoing collaboration with people who share our responsible values and want to take care of the planet. It’s humbling and exciting to partner with LACMA, which has always been a source of inspiration for me as a designer. We at Outerknown jumped at the opportunity to reference LACMA’s permanent collection to bring style and art together, and quickly found connections between ancient Hawaiian barkcloth textiles and botanical images and our surfing and environmental roots,” said John Moore, co-founder and creative director of Outerknown.

About Wear LACMA

Since October 2012, Wear LACMA has collaborated with an array of established designers who have produced unique art-inspired products from T-shirts, tote bags, and girls’ dresses to fragrances, jewelry, and leather pouches. Previous Wear LACMA designers include Co, dosa, Nick Fouquet, FREECITY, Lisa Eisner, George Esquivel, Johnson Hartig of Libertine, Anita Ko, Greg Lauren, Monique Lhuiller, Jennifer Meyer, Irene Neuwirth, Juan Carlos Obando, Oliver Peoples, Gregory Parkinson, Pam & Gela, Rodarte, Haley Van Oosten of L’Oeil du Vert, Marjan and Maryam Malakpour of NewbarK, Juan Carlos Obando, Claire Vivier, Jennifer Meyer, and Greg Chait of The Elder Statesman. In tandem with the museum’s 50th anniversary, Wear LACMA released a special anniversary collection featuring the work of 19 Los Angeles-based designers in November 2015.

About the Designers

Kendall Conrad is a Los Angeles-based accessories brand. Leather goods, shoes, and jewelry are all made in California with the finest materials and highest quality of skill. Durable saddle leathers, supple suedes, and Nappa from Italy are accented with custom brass hardware, and are created for longevity both in function and design. Primitive modern jewelry shapes and everyday essentials are forged in gold tone solid brass, sterling silver, and 14K gold.

Lena Wald is the Los Angeles-based jewelry designer known best for creating original jewelry designs that are favorites among Hollywood and fashion icons. She first turned her passion for jewelry into a business in 1998, and her collections encompass the rarefied world of modern precious stones as well as trends that capture a broader appeal.

Founded by eleven-time world champion surfer Kelly Slater and acclaimed menswear designer John Moore, Outerknown is a coastal-minded clothing brand that explores the connections between style and sustainability. By viewing every aspect of the business through the lens of responsibility, Outerknown aims to protect natural resources, empower the people crafting the clothes, and inspire change within the industry. The versatile collection is built with innovative, organic, and recycled materials sourced from factories that share the brand's values.

About Director's Circle

Founded in 2009, Director's Circle is LACMA's highest-level philanthropic patron group. These patrons help realize the vision of CEO and Wallis Annenberg Director Michael Govan, with a particular focus on the areas of architecture, education, fashion, and showcasing women in the arts. The Director's Circle has raised \$3.7 million to support the museum and its mission, including selected projects such as Simon Rodia's *Watts Towers*, Chris Burden's *Urban Light*, and educational outreach including the Charles White Elementary School Gallery. Quinn Ezralow and Cece Feiler serve as the Director's Circle co-chairs.

Credit:

Wear LACMA is sponsored by LACMA's Director's Circle and the project's committee members: Willow Bay (LACMA trustee and Director's Circle founder) and Katherine Ross

Image Captions:

Kendall Conrad

Handled Weight, Northern Afghanistan, Bactria, late 3rd–early 2nd century BCE, chlorite, Los Angeles County Museum of Art, purchased with funds provided by Phil Berg, photo © Museum Associates/LACMA

Lena Wald

(Left) Ernst Ludwig Kirchner, *Two Nudes in a Room*, 1914, oil on canvas, gift of Mr. and Mrs. Billy Wilder, photo © Museum Associates/LACMA

(Right) Ernst Ludwig Kirchner, 1919–23, woodcut printed in blue and fuchsia on paper, The Robert Gore Rifkind Center for German Expressionist Studies, purchased with funds provided by Anna Bing Arnold, Museum Associates Acquisition Fund, and deaccession funds, photo © Museum Associates/LACMA

Outerknown

(Left) *Tile*, Syria, Damascus, about 1600, fritware, underglaze-painted, Los Angeles County Museum of Art, The Madina Collection of Islamic Art, gift of Camilla Chandler Frost

(Center) *Untitled*, circa 1885, albumen and salt print, Los Angeles County Museum of Art, gift of Simon Lowinsky in memory of our Dry Witted Friend, Bob S., photo © Museum Associates/LACMA

(Right) *Barkcloth (Kapa moe)*, Hawaiian Islands, late 19th century, inner bark of paper mulberry plant, Ancient Art Deaccession Fund (temporary credit line), photo © Museum Associates/LACMA

About LACMA

Since its inception in 1965, the Los Angeles County Museum of Art (LACMA) has been devoted to collecting works of art that span both history and geography, in addition to representing Los Angeles's uniquely diverse population. Today LACMA is the largest art museum in the western United States, with a collection that includes more than 130,000 objects dating from antiquity to the present, encompassing the geographic world and nearly the entire history of art. Among the museum's strengths are its holdings of Asian art; Latin American art, ranging from masterpieces from the Ancient Americas to works by leading modern and contemporary artists; and Islamic art, of which LACMA hosts one of the most significant collections in the world. A museum of international stature as well as a vital part of Southern California, LACMA shares its vast collections through exhibitions, public programs, and research facilities that attract over one million visitors annually, in addition to serving millions through digital initiatives such as online collections, scholarly catalogues, and interactive engagement. LACMA is located in Hancock Park, 30 acres situated at the center of Los Angeles, which also contains the La Brea Tar Pits and Museum and the forthcoming Academy Museum of Motion Pictures. Situated halfway between the ocean and downtown, LACMA is at the heart of Los Angeles.

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