

Exhibition: PRESEN RODRÍGUEZ

A black & white art installation

25 July – 27 October 2013

Curated by: Carlos García Calvo

Organised by: Institut Valencià d'Art Modern (IVAM)

The exhibition brings together 12 styles of different seasons, including a sample of her wedding dresses and two audiovisual projections which condense Presen Rodríguez's extensive creative career. The exhibition focuses on the creations for which the designer has exclusively used the black and white colour range. In this way, one can perceive the great mastery with which she has designed the lines of her creations preventing the viewer from being subject to the interference that colour or patterns would produce.

On the occasion of the exhibition, the public will be able to access the website www.ivam.es where they will find the exhibition's online catalogue reproducing the designs featured and also texts by Consuelo Císcar, Mara Calabuig and Carlos García Calvo.

Cordovan designer Presen Rodríguez, is a leading figure in the field of fashion in Valencia. Since she set up her atelier in the 80's, where she began designing her first collections for the catwalk, until now she has developed a very successful career in the haute couture and fashion industry. She has regularly participated in fashion shows such as the Pasarela del Carmen since its first edition in 1999 or the successive editions of the Semana de la Moda.

In 2004 due to her work she was awarded the Premio a la Mujer Empresaria (Female Entrepreneur Award) by the Asociación de Empresarios de Valencia.

(Valencia's Industry Association). In 1995 she opens her premises on Plaza del Patriaca where she displays her "demi-couture" creations, as per its definition- clothes made using patterns and haute couture fabrics produced in clothing factories but then customised at the shop, reducing time and cost. The following year she was awarded the Llave de la Moda (Key of Fashion) by the Modart association and she was awarded the "Premio de Imagen Comercial" by the Ayuntamiento de Valencia. She also received the recognition from the Generalitat Valenciana for an Excellent Shop and she took the chair at the management board of the Tailors' and Couturier's professional association

Presen Rodríguez is a great expert of fashion, and she knows in depth the evolution of fashion, she has had contact with renowned creators such as the recently deceased Jean Louis Scherrer, Valentino, Juan Paul Gaultier, Gai Matiolo or the Spanish creators Pertegaz and Pedro Rodríguez. Her designs are characterized by their timeless elegance, found in her gauzy dresses made of silk or gauze which highlight the female silhouette or her two-piece outfits: jacket and skirt or even. She made her long dresses look special by using asymmetric cut and bright colour combinations such as the ones using blue and brown shades or the ones combining pink and neutral metalized ochre.

From all her creations, her wedding dresses have had a major relevance, and they are widely represented in the exhibition, where we can find Chantilly-type embroidery as well as embroidery using crystal, The choice of silk, gauze and organza make them special bringing an air of romanticism to her dresses.

Presen's black dresses come into being after fusing together different styles, from her Andalusian roots going through the east coast of Spain to the Parisian Influence. She maintains the qualities which Coco Chanel praised, what turned her petites robes noires into pieces of perfection, popular beyond our borders.

The white colour has also been extremely important for the designer, a constant feature in Presen's designs, she uses more than twelve different shades of white, specially when creating wedding dresses as seen in the exhibition.