MOVE!

NYC

CURATED BY CECILIA DEAN AND DAVID COLMAN
MOVE! IS AN INTERACTIVE EXHIBITION CELEBRATING ART AND FASHION, CURATED BY VISIONAIRE CO-FOUNDER CECILIA DEAN AND WRITER AND ARTIST DAVID COLMAN. MOVE! COUPLES ARTISTS FROM VARIOUS DISCIPLINES, INCLUDING DANCE, VISUAL ART, PERFORMANCE, AND THEATER WITH NOTED FASHION DESIGNERS AND BRANDS AND INVITES THEM TO CREATE ONE-OF-A-KIND EXPERIENCES FOR THE PUBLIC TO PARTICIPATE IN.

ORIGINALLY CONCEIVED AND PRODUCED FOR THE MUSEUM OF MODERN ART’S MOMA PS1 IN NEW YORK CITY, THE INAUGURAL MOVE! WAS ORGANIZED BY DEAN AND COLMAN IN 2010. MOVE! HAS TRAVELED TO BRAZIL TWICE. THIS IS THE FOURTH ITERATION AND THE SECOND FOR NYC. EVERY MOVE! IS DIFFERENT AND SITE-SPECIFIC.

MOVE! AT BROOKFIELD PLACE FEATURES 7 COLLABORATIONS BY WORLD RENOWNED ARTISTS AND FASHION DESIGNERS FOR A 3-DAY LIVE INTERACTIVE EVENT THAT IS FREE AND OPEN TO THE PUBLIC.

FRIDAY OCT 2 - SATURDAY OCT 3 FROM 12PM – 8PM
SUNDAY OCTOBER 4 FROM 12PM - 7PM

Thanks to Debra Simon and her team at Brookfield Place, Josh Wood and his team at Josh Wood Productions: Mimi Eayrs, Joseph Augello, Chris Keslar Tom Palmer and his team at PSA and Allyson Higgins-Halfpenny Scott Cooke at Optimist Consulting for press And all the participating artists and fashion designers
The Visionaire co-founder Cecilia Dean and the writer David Colman will bring the latest iteration of their art and fashion exhibition MOVE! to Brookfield Place. Seven teams of artists and designers have created participatory installations that make snapping a selfie look like child’s play. - The New York Times

…the launch party for MOVE! [kicks off] a three-day festival in which participatory art experiences collide with the glitz and glamour of high-end fashion. First presented in 2010 at MoMA PS1, MOVE! is the brainchild of writer David Colman and Cecilia Dean, co-founder of art-fashion magazine Visionaire. - The Wall Street Journal

With fashion moving in an ever slightly more populist direction, this is perhaps part of an ongoing movement to involve the general public in the still-snooty precincts of high art and high fashion.” - New York Magazine

MOVE! at Brookfield Place reprises an earlier version that Dean and co-curator David Colman presented in 2010 at PS1 in response to a request from the institution’s director to bring fashion to the museum. Early on, it was decided that there would be “no clothing on mannequins or art on the walls,” said Dean, who is the cofounder of Visionaire. “It was all about movement and human energy and being interactive.- WWD

A green-screen runway, a custom selfie-patterned DVF wrap dress, a dance for a macaron, and a chance to look like the opposite gender, are just a few of the fashion-meets-art activities - or “movements” the public can take part in (for free!) this weekend in New York.” - Whitewall

Guests including models Cory Bond and Alex Lundqvist, art historian and curator RoseLee Goldberg and makeup artist James Kaliardos were there to celebrate Cecilia Dean and David Colman’s installation. - NY Post

...a new art installation is using the power of such transformations to make a statement. In collaboration with MOVE!, an interactive art and fashion exhibition taking place from October 2 to 4 at Brookfield Place in downtown Manhattan, makeup artist James Kaliardos and DJ Chelsea Leyland have created a powerful video to help people look at both gender and themselves in a different light. - Refinery 29

With their ongoing project MOVE!, Visionaire founder Cecilia Dean and artist David Colman connect visual artists with fashion designers, to often surprising effect. - W Magazine

...though the installations at MOVE! come out of collaborations between artists and designers, many of the resulting performances don’t feature any art or clothes. Following up on their previous success, Dean and Colman are re-launching the series this weekend. - Women in the World, New York Times

Visionaire magazine co-founder Cecilia Dean and writer David Colman debuted MOVE! on Thursday night at Brookfield Place. The exhibit pairs big name artists across a variety of mediums with their counterparts in the fashion world. - The New York Observer

“That was ludicrous and humiliating,” said art historian Claire Bishop, still lingering on the edge of the red carpet. “I was kind of enjoying it.” - The Wall Street Journal
MOVEMENTS
In pop artist Rob Pruitt’s take on fashion, participants are directed to strut down a long, green-screen runway. Upon exiting, they are confronted with a time-delayed video link of themselves superimposed into one of the most fabulous runway shows in the world, elevating them into the fantasy realm of supermodeldom.
POSE
RYAN MCNAMARA & DIANE VON FURSTENBERG

Participants put on a DVF wrap dress and are given a quick make-over. Then, McNamara photographs them in methodical, precise poses. The photos are instantaneously edited and digitally silhouetted to create an intricate, repetitive textile pattern. Participants can then actually purchase a DVF wrap dress (via PrintAllOver.me) made from the same textile bearing their pattern, taking the concept of selfie-absorption to a new and kaleidoscopic level.

Makeup & Hair: Ashley Lenee & Kessia Randolph
Photography: Dana Jensen
Graphic Designer: Sam Roeck
Digital Technician: Jonathan Rios
SPLATTER
OLAF BREUNING & CYNTHIA ROWLEY

An engaging enquiry on the difference between artwork and frock, Splatter also puts the participant in the role of the creator, carnival-style. It starts with a great white wall of canvas drawn with shapes of apparel patterns; in front of this wall is a scaffold lined with cups of paint. Participants are given five balls each; whoever successfully knocks three paint cups onto the canvas gets a prize — one of the “artworks,” made from the canvas when it is taken down and cut up.
A STAR IS BORN
KATE GILMORE & ITALO ZUCHELLI
FOR CALVIN KLEIN MENSWEAR

Designed to draw the average person into the fantasy realm of red-carpet premieres, awards shows, state dinners, and court receptions, Kate Gilmore’s “A Star is Born” consists of a luxurious red carpet that descends down the Winter Garden’s majestic marble staircase and culminates in the middle of the grand atrium among the palm trees. Participants are escorted (with great ceremony) down the red carpet by two dazzlingly handsome male models; at the end await the paparazzi to crystallize and capture the moment for eternity.

Red carpet: ABC Carpet & Home
Photography: Jonathan Grassi
Models: Soul Artist Management
Painter Liz Markus possesses a unique sensitivity to nostalgia, color and style. Markus interviews participants, one by one, about a special time in their lives and what they were wearing when it happened. Then, working quickly (15 minutes, actually), she translates those memories into a vivid and romantic painting on a silk scarf, which will, when dry, go to the person pictured — allowing the sitter to one day become truly wrapped up in a blurry, happy memory.
CROSSOVER
JAMES KALIARDOS & COS BAR

Participants have the unique opportunity to have their gender flawlessly transformed by world-renowned makeup artist, James Kaliardos, and his team.

As participants are transformed from female to male and male to female, the action is captured by cameras mounted to the mirrors. Videos are live-streamed onto a screen for everyone to watch, along with before and after portraits.

DANCE DEAL
ELANA LANGER & ANDREA HIDANO

A radical new way to connect the expression of positive energy, the quotidian realm of commerce, and dance, Elana Langer’s “Dance Deal” reminds us that positive movement carries a concrete value. Throughout the 3-day event, guests can exchange dance skills for delectable macarons from her collaborating Pastry Chef Andrea Hidano at the high-end French food destination, Le District. This work turns people into performers with every bite.

Dance Deal is simple:
Do the Dance, Get the Deal.

Music: DJ Hewlett Santos
PRESS
Move! Brookfield Place | Key Stats | October 2015

Key Stats

- #MOVEbrookfield — Over 1,600 posts on social media tagged across Instagram, Facebook and Twitter - including 1,000 on Facebook and 470 on Instagram.
- Over 46,000 likes and comments on Instagram alone
- Combined social reach across Fb, Twitter and Instagram: 4,700,000
- 500 new followers gained in just a week → @brookfieldplny now counts more than 5,000 Instagram followers
- 347,000 people in the New York area reached via Facebook ads
- +84% in website traffic over the period Sept 28-Oct 4 vs. Sept 21-Sept 27, with 5,036 sessions registered on Oct 1st (most traffic over one day ever received), thanks to the combination of paid, earned and owned media.

Total Placements: 33
Total Circulation/Unique Monthly Visitors: 225,983,939

Below are some of the most influential accounts who posted about MOVE!

- @NYC, 631,000 Instagram followers
- @AmandaLepore, 142,000 Instagram followers
- @iamtomchang, 56,500 Instagram followers
- @CynthiaRowley, 51,300 Instagram followers
- @VisionaireWorld, 38,500 Instagram followers
- @HariNef, 30,300 Instagram followers
- @ScoopNYC, 29,300 Instagram followers
- @GayLetter, 28,800 Instagram followers
- @thecorybond, 28,100 Instagram followers
- @WilliamYan, 24,600 Instagram followers
- @MargaretRussel, Editor in Chief of Architectural Digest, 24,500
- @thedailyfrontrow, 23,700 Instagram followers
- @YvonneForce, 7,300 Instagram followers
- @PatrickMcMullan, 15,400 Instagram followers
- @DVF, 884,000 Twitter followers
- @DailyFrontRow, 122,000 Twitter followers
- @RackedNY, 70,000 Twitter followers
- @Cynthia_Rowley, 26,700 Twitter followers
- @luxurydaily, 30,700 Twitter followers
A Red Carpet for the Hoi Polloi

By Janice Kao

Sara Bahrami, a mental health student at York University, went straight from class to an event at Brookfield Place at the North Financial Center on Thursday night. There, she found herself making a GUICIE EETION, firmly de-

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Openings and Events

On Friday and Saturday, noon to 8 p.m., and Sunday, noon to 7 p.m., the Visionaire co-founder Cecilia Dean and the writer David Colman will bring the latest iteration of their art and fashion exhibition MOVE! to Brookfield Place. Seven teams of artists and designers have created participatory installations that make snapping a selfie look like child’s play. The artist Ryan McNamara will take pictures of guests in Diane von Furstenberg wrap dresses and load them into a kaleidoscopic pattern, which can then be printed onto a DVF wrap dress. Rob Pruitt’s green-screen runway will allow guests to see themselves as models in a Proenza Schouler runway show. And the makeup artist James Kaliardos (also Ms. Dean’s partner at Visionaire) will be manning a makeup station that can change a guest’s gender from M to F or vice versa. Yes, there will be wigs. At 230 Vesey Street.
Under-dressed

AMANDA Lepore bravely entered New York temperatures to hit a series of parties in her trademark corset and pasties. The trans-gender nightlife fixture's first stop Thursday was Brookfield Place's Winter Garden for art and fashion installation MOVE! Guests including models Cory Bond and Alex Lundequist, art historian and curator Rose Lee Goldberg and makeup artist James Kallardos were there to celebrate Cecilia Dean and David Colman's retail installation, Cynthia Rowley, and husband Hill Powers were on hand to throw paint in a performance-art act with Olaf Breuning. Lepore, along with her pasties, later walked outside in the cold, blue-tinged rain for a taxi to take her to Grace Jones' book party.

Geena lands role with Jon

GEENA Davis, 59, has been cast as the daughter of Jon Hamm, 44, in new indie movie "Marriage Prime." The "Sex & the City" followed an elderly woman played by 84-year-old Lois Smith, who interacts with a holographic recreation of her husband as he looked at a young age. The film starts shooting in the Hamptons on Oct. 11. "We may have set at all these glamorous celebrity parties, I go to," joked Davis when asked if she knew Hamm before landing the role. "Over the phone," Davis — who recently made the Olympics archery team in 1999 — has put down her quiver. "I'm not competing. It takes so much practice — four hours a day," she said. Instead, she's used her free time to this year launch the Beavercreek Film Festival — in the Arizona town known for being Walmart's HQ. She's also anticipating next year's 25th anniversary of her 1991 classic with Susan Sarandon, "Thelma & Louise." "We've been talking a lot about a way to celebrate," Davis told Play Six over the phone as she had her hair colored. "I don't live stage show with clips from the film.

Visionaire magazine co-founder Cecilia Dean and writer David Colman debuted MOVE! on Thursday night at Brookfield Place. The exhibit pairs big-name artists across a variety of mediums with their counterparts in the fashion world. Ryan Mcfadden was paired with Diane von Furstenberg, while Rob Pruitt partnered with French sculptor Jack McCollough and Lazarro Hernandez. Fine artist Kate Gilmore arrived at the exhibit's debut at Miranda's art fair in New York, while Haliee Zaccherlli of Calvin Klein Collection.

Sightings...

EMILY Blunt, John Krasinski and their 1-year-old daughter, Hazel, visiting the Children's Museum of Manhattan... ISABEL and Ruben Toledo celebrating their fragrance collection Hollyhocks Beauties at a dinner attended by Debi Mazur, Jonathan Adler, Simon Doonan, Susanne Hertz and Lane Bryant's Linda Henley... IMAN partying with some fellow supermodels at Scarpetta in the Meatpacking District... MICHELLE Pfieffer and Naomi Watts in the audience at Broadway's hot show "Hamilton.

Deeez

Dee Dee

Dee Dee

Dee Dee

Dee Dee
"We're going back and forth on what I would do. Would I need more with makeups, with pigments? We were thinking all of these different things," Barnes explained. "I've done this sort of thing back and forth through the years, and every time I've done it, it's a women's or a man's, this more masculine part of themselves emerges, their behavior, just by doing the makeup. Just by having the topical, artificial cosmetic appeal to their skin, they're able to sort of behave in a way that they're usually not able to behave in.

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Fashion’s ultimate It Girl grows up

After 25 years at the red-hot nexus of art and high fashion, Visserman’s Cecilia Dean is ready for her next act.

BY KATHY DEMPSEY | OCTOBER 2015

Cecilia Dean is not exactly famous, but among a ultra-stylish subset of top designers, editors, and fashionistas she’s practically a household name, the self-described muse of the transatlantic institution that runs the fashion world’s hippest media empire for the past 25 years. Founded in the mid-80s, their first magazine, Visualsman, won a lavish following with New York’s art and fashion luminaries. For years, the magazine’s fashion week bacchanals were among the most coveted invitations of the season. Together with co-founders James Kalaidjian and Stephen Goss, Dean had a hand in some of the fashion world’s most revered titles: V Magazine, V Man, and CR Fashion Book, the much-anticipated new magazine by French Vogue editor Carine Roitfeld.

So when it was announced last year that Dean and Kalaidjian were separating from the fashion world, it was a shock. (Dean and Kalaidjian will continue to work on Visualsman, while Dean will focus on V.) But while news of the split came as something of a surprise, Dean’s gradual drift has been evident for years, and her interests have broadened beyond fashion to include film, performances, events, and public art. On Friday she will be curating the latest iteration of MOVE!, a peculiar event that unites all these forms in daring and unexpected new ways.

The debut of the show in 2003 was a smash success, thanks to installations like the one produced by the design team, Porcelain Schouler and artist Dan Colen. As part of their contribution, they left self-shovel fashionable items unattended in a random street corner in Manhattan—a single shoe next to some trash cans in Harlem, for example, or a strap of rope hanging from a tree in Central Park. Hidden video cameras captured the reactions of passersby who came across these random works of art. “There’s sometimes a sense when you’re at a fashion show or a museum that you’re not smart enough or pretty enough to be there,” Colen says. “But we think of it as a form of up-lifting and engaging. Your worstPreparing for the move, we needed to ensure that our new office was clean and organized. We decided to hire a professional cleaning service to help us with this task. The cleaning process included dusting, vacuuming, and deep cleaning of all surfaces. The team of cleaning professionals arrived on time and got to work immediately. They were very thorough and paid close attention to detail. The office looked brand new when they finished. We are very grateful for their hard work and professionalism. It was a great move!”
Even after 26 years with the publication, Dean remains clearly excited by her daily job, as a satirical invertebrate, though she’s also painstakingly aware of the mainstream glamour of Vogue and Harper’s Bazaar. But after spending much of her life coexisting in fashion’s inner-sanctum, she also seems eager to explore new territory. A former model, she was once bowled over by the more luxurious stretches of Manhattan, Milan, and Paris. Today she lives with her boyfriend David Selig in gritty, chic Red Hook, in a fenced house overrun with tomato vines and patrolled by dozens of free-range chickens.

Selig, a well-known restaurateur and chef, is also a fanatic surfer. After closing his restaurant, rice, a downtown New York manse, he teamed up with an associate to open Rockaway, a cherry blossoms, a bakery and a place. His idea was to create a trendy, hipster capital of the world. More recently he purchased an abandoned neighborhood of the neighborhood and transformed it into an acre of oak, beech, and maple where he grows everything from kale, tomatoes, and beets. He named the place Edgerton Farm, and Dean frequently eats there when she needs to escape Manhattan. For the last week she talked about MOVE!, the shake-up at Visionaire and her plans for the future.

Women in the World: In what ways has your background with Visionaire influenced your vision for MOVE!?

Cecilia Dean: Visionaire to me has always been about cross-pollination. It’s art, it’s fashion, it’s music—it’s totally multidisciplinary. Each issue of Visionaire is radically different, so you are also dealing with new formats. So in a funny way, MOVE! contains the DNA of Visionaire, but takes it to a new level rather than an object level. It’s designed to be accessible rather than elite. Lastly we at Visionaire have been very interested in public art. It didn’t start out that way, but because of the nature of what we do, one can see our publications have become very expensive and very exclusive. With public art, however, you can really open up and speak to a much larger audience.

What is it like to build such an influential and indispensable publication from scratch?

Cecilia Dean: It’s a very, very collaborative process. I work with a lot of different artists and designers, and we always try to bring new voices into the mix. One of the things I’m proud of is that we’ve always been able to support emerging talent, and that spirit of collaboration is something that has been a hallmark of MOVE! from the beginning.

What is your advice for aspiring editors in the fashion industry?

Cecilia Dean: I would tell them to be patient and persistent, and to always be open to new ideas and perspectives. Fashion is a constantly evolving industry, and it’s important to stay curious and to be willing to take risks. And above all, I would say to have fun with it. Fashion should be enjoyable, and it should be a source of creativity and delight.
DAVID COLMAN 
CURATOR

Born and raised in rural Wisconsin, David Colman studied English literature and art history at Brown University and studio art at the Rhode Island School of Design. Moving to New York in 1993, he began his career writing about culture and society for Women's Wear Daily, Artforum and Vogue. Soon, he was writing about fashion, art and design for the New York Times, where he has now been a regular contributor for over 15 years. In addition, Colman has regularly produced fashion shoots for the Times and edited special issues for publications like New York magazine.

CECILIA DEAN 
CURATOR

Born and raised in Northern California and Long Island, New York, Cecilia Dean was modeling during high school in New York, Paris and Tokyo (photographed by Richard Avedon, Mario Testino, Steven Meisel, and others), when she met Stephen Gan and James Kaliardos, then ambitious fashion students at Parsons School of Design. After she graduated from Barnard College, Columbia University in French and English literature in 1991, the three of them launched Visionaire, a unique new hybrid of fashion magazine and art multiple, the success of which they followed up with the downtown style bibles V Magazine, in 1999, and the male-centered VMAN, in 2003. Dean is a visiting professor in the Communication Design department at Parsons, has participated in the School of Visual Arts’ mentoring program, and has lectured extensively in NYC, Seoul, Moscow, Sao Paulo, Hamburg, and Zurich. Long admired for her sense of style, she has been cited on numerous international best-dressed lists.