

URBAN CONVERGENCE AT THE RIO HYPE FASHION SHOW

Fashion with its power of communication is the link of +Convergence to launch New Talents in a multi-disciplinary show at Cais do Porto

The 11th Edition of the *Rio Hype Fashion Show Awards (RHFS)*, besides the 12 parades of new talents that present their **Summer 2010** collections, brings to its platform **Urban Convergence** gathering together other creative segments such as **art, music, video-art** and **digital graffiti** at *Warehouse 03 of Cais do Porto*, on the 5th, starting at **5:00 p.m.**.

RIO HYPE FASHION SHOW AWARD

Launched in 2004, the *Rio Hype Fashion Show Award* project is an event in the form of a contest, dedicated to launching new Brazilian fashion designers; this edition received more than 320 applications with representatives from practically all the regions of the country as well as Rio de Janeiro and São Paulo.

The holding of the **RHFS** in the Brazilian fashion calendar in Rio de Janeiro is the result of actions aimed at discovering and fostering new talents.

LINE-UP – 5th of June

Sala 2 – 7 pm

Fernanda Yamamoto – São Paulo/SP
Martins Paulo – Teresina/PI
Bruna Ribeiro – São Paulo/SP
Vitorino Campos – Salvador/BA
LORE - Recife/PE
Julia Valle – Belo Horizonte/BH

Sala 3 – 8 pm

Butch – Porto Alegre/RS
Stefania – Brasília/DF
Alisson Rodrigues – Londrina/PR
Jotadê - São Paulo/SP
Úrsula Felix – Salvador/BA
R. Groove – Rio de Janeiro/RJ

FERNANDA YAMAMOTO – “Pescametria” (something like “Fishometry”)

Fernanda Yamamoto fuses geometry and fishing in the Summer, 2010 collection, “*Pescametria*”, in her fourth appearance in the **Rio Hype Fashion Show**.

Geometric forms constructed by the moulage technique are fluid and follow the movement of the waters. A new work in digital printing shows artificial bait attached to the knitted fishing nets.

MARTINS PAULO – “Mujeres en rojo sangre” (“Women in blood red”)

Intense and complex, the women of *Almodóvar* and a *kitsch Spain* and pop, inspire the Summer 2010 of **Martins Paulo**. Folklore, intense colors and 80’s punk are blended.

The traditional items of the region of *La Mancha* are mixed with fitted clothes and concentrated volumes, coming from punk that appears in the first phase of the filmography of *Pedro*, and also the ruffles and frills of the flamenco skirts.

BRUNA RIBEIRO – “Vari(as)ações” (“Variactions” – a combination of “variations” with “various actions”)

The uniforms of street sweepers, garbage collectors, cleaners, laborers and metal workers – a kind of urban camouflage – inspires this collection.

“Variactions” refers to climatic variations, the items can be used on both sides, with adjustments that suggest possibilities of various lengths and, also, multi-functional pieces, such as the shorts that turn into a bag or the overall that is a blouse.

VITORINO CAMPOS – “Lufada” (gust of wind, flurry)

In her first appearance at *Rio Hype Fashion Show*, **Vitorino Campos**, from Bahia, refers to the song “*Hoppipolla*”, of the Icelandic band, “*Sigurs Ros*”, and to the abstract expressionism of *Jackson Pollock*, to find inspiration in the competition, “*New Talents of Barra Fashion Bahia*”.

LORE - “Brincando com a sorte” (playing with luck)

The inspiration of the brand from Pernambuco, which appears for the first time in *Rio Hype Fashion Show*, came from a stall in the open air market, in the center of *Recife*, that sells articles to attract love and (good) fortune.

Lucky pendants, colored prints and embroidery mark the collection “*Brincando com a sorte*”, which brings standards inspired in talismans and contrasts of fine and course fabrics. Drapings give volume to the shoulders and accent low necklines.

JULIA VALLE – “FL.AIR”

Julia Valle brings into focus analytical studies on the movements of air masses in buildings. The installation of Magic Square n. 5, from the serial “*Penetráveis*”, by *Hélio Oiticica*, is passed through by masses of air that produce complex and chaotic designs.

The show will have a block of models made free hand, without rulers or supports for exact lines, or moulage, and digital models, using the software, *Generator*.

BUTCH – “Lords of Copacabana”

The beach wear for men was inspired on the Victorian era: Corselet ties become details on the sides and on the backs of swimming trunks, *leggings* of neoprene and *nylon anoraks*. Frills in tulle, ribbons and embroidery in small glass tubes or *Swarovski* crystals appear on swim wear and T-shirts, an *eveningwear* side of the collection.

Frock coats and *tuxedo jackets* are reconstructed in neoprene, with plastic zippers that substitute buttons.

STEFANIA – “Forma Cubista” (Cubist Form)

Stefania takes a look at *Cubism*, an artistic movement from the beginning of the 20th century that treated the forms of nature by means of geometric figures, in works of icons such as *Pablo Picasso* and *Georges Braque*.

In the collection, the fragmented form of representing the world is translated into cuts and compositions with and without symmetry.

ALL. ALLISON RODRIGUES – “Urban Workers”

The designer examines sky-scrapers and those responsible for their construction, the geometrism and the graphisms of the metallic structures that sustain the buildings and the bricks that construct new landscapes and façades.

JOTADÊ – “La vie en Cendres » (Life in Ashes)

Characters of *Godard*, *Truffaut* and *Resnais* inspired the parade of items for women of strong personality, independent and, at the same time, with feminine desires and attitudes, they play among the tailor’s shop and the *underwear* with a “home-made” touch.

The men demonstrate a previously unknown fragility, by means of pearls and delicate looks.

URSULA FELIX– “Cosmovisões” (Cosmovisions)

Scientific and holistic perspectives on the development of the species are the *Cosmovisões*, starting point for the designer from Bahia, making her first appearance at ***Rio Hype Fashion Show***.

The forms, multiple faces, complexity and aerodynamics of beetles offer the tones, the fun, the beauty, the transformation and the possibilities of the collection.

R.GROOVE – “The Jungle”

The Summer 2010 collection of ***R.Groove*** started from the song *The Jungle*, by *Kiss*, with references to the jungle, such as animals, camouflaging and tribes, and a *rock'n'roll* shape.

New camouflaging and animal prints in new interpretations, within the fun-filled universe of ***R.Groove***, appear in the deconstructed tailor shop which is the identity of the brand, in jeans and soft cotton wears.