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FROM ALEXANDER MCQUEEN'S TO THE DEAD SEA: MASKIT x EYAL NEVO: MOUNT SODOM

ZAZ10TS presents the US premier of the large-scale collaboration
between Israel's first fashion house and celebrated Israeli photographer



September 6 – October 16, 2018

Opening Reception: Thursday, September 6, 6-8 PM

NEW YORK–NY—ZAZ10TS is delighted to present **MASKIT IN COLLABORATION WITH EYAL NEVO: MOUNT SODOM** a large-scale art project between the fabled fashion house and the celebrated Israeli fashion photographer Eyal Nevo. Conceived by former Alexander McQueen designer and current MASKIT artistic director Sharon Tal together with Nevo, *Mount Sodom* will be on view from September 6 through

October 16, 2018 in the new lobby space at 1441 Broadway in the heart of New York's fashion district, coinciding with New York Fashion Week.

The exhibition brings together full-color photographs and film from the exceptional collaborative project, photographed and filmed against the dramatic backdrop of Sodom in the Judean desert, and featuring MASKIT's Spring/Summer 2019 collection *The Desert of Sodom* against the decadent beauty of the ancient land.

The 6-minute video features the **Inbal Dance Theater**—Israel's first contemporary dance company, choreographed by Mor Shani and produced and directed exclusively by Eyal Nevo for MASKIT.

Mount Sodom is inspired by the myths of the ancient city of Sodom and the contradictions of a land that at once both attracts and repels with the silence and violence of its landscape, magical presence of biblical history and forceful aesthetics of industrialization.

The exhibition speaks to MASKIT's conscious self-renewal alongside utmost respect for its history and tradition, bringing contemporary shapes and textures into the landscape while honoring the promise, magic and mythology of the ancient land. As head designer Sharon Tal recounts: "Discussions about the ancient story of Sodom provoked emotions and images of once-magnificent landscapes, now degraded by industrialization. Together with 35 artists in all, we created a new and thought-provoking work that merges fashion and art."

"This piece of nature, located at the lowest point in the world, is unique," Eyal Nevo explains. "Sodom's past and its current situation ignited my imagination in the inner journey I undertook together with Maskit, a firm which also has an iconic symbolism for Israel."

MASKIT

Maskit is a luxury fashion house with a unique origin. Conceived in 1954 by Ruth Dayan, Maskit made contemporary luxury clothing utilizing traditional embroidery. Maskit designs came to be treasured by leading ladies such as Audrey Hepburn and collaborations with Christian Dior, Yves Saint Laurent, and Givenchy followed, as did a flagship store in New York City. Bergdorf, Neiman Marcus, Saks – all carried the brand and admired their vision.

Sharon Tal and her life partner Nir Tal collaborated with Ruth Dayan, and Lynn and Stef Wertheimer to relaunch the brand in 2013. Formerly under Alexander McQueen and working directly under Alber Elbaz at Lanvin prior, Sharon took the helm of MASKIT in 2014, with blessing and input from Ms. Dayan. Together, they have launched several

successful collections and shown internationally, honoring and innovating, revitalizing a brand while earning plaudits for their striking designs.

EYAL NEVO

Eyal Nevo lives and works in Tel Aviv, Israel, and is one of the country's leading fashion photographers, best-known for both his editorial and brand work. His work has appeared in Condé Nast Traveler, ELLE, Marie Claire among others. Nevo has created successful campaigns for major Israeli brands and collaborates closely with top Israeli model Bar Rafaeli, shooting most of her Israeli campaigns and editorials. He continues to expand his portfolio to direct and shoot commercials and film, bringing his unique cinematic vision and fine art aesthetic into the fashion world.

MASKIT x EYAL NEVO: MOUNT SODOM is organized by Tzili Charney as part of ZAZ10TS.

ZAZ10TS

ZAZ10TS is an ongoing cultural initiative that integrates art into the office building at 10 Times Square (aka 1441 Broadway) in New York City. Conceived by Tzili Charney, ZAZ10TS employs the building's façade, lobby interior and immediate environment to bring art and culture to the building's community, visitors and passersby. ZAZ10TS takes pride in scouting and showcasing young and emerging talent, as well as special needs artists, as part of its programming. @zaz10ts

Image: Eyal Nevo, *Lot's Wife*, 2018, digital print, 59 1/16 x 39 3/8 in.
Courtesy of Eyal Nevo/Maskit.

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