

PRESS RELEASE MAY 20, 2008 - AMSTERDAM INTERNATIONAL
FASHION WEEK - CORNELIS SCHUYT STRAAT WHERE FASHION IS
SEEN AS ART

In connection with the Amsterdam International Fashion Week (AIFW), established Amsterdam artist Mariska Meijers has given content to this theme in conjunction with the shop owners of the upcoming fashion district the "Cornelis Schuytstraat". She has created an original series of paintings with the tongue in cheek title "I deserve a Kelly". The exhibition can be viewed by the public as part of the AIFW downtown program (formerly the laundry days). From 19 up to and including 28 July 2008, shop windows of the Cornelis Schuytstraat, Amsterdam.

'We are very pleased with the creative content Mariska has given to our theme" says Hans Korse, on behalf of the shop owners of the Cornelis Schuyt; "it fits as a glove with our image as the hot-spot in Amsterdam for exclusivity and trendy goods".

Mariska Meijers: "Fashion is an endless source of inspiration, but equally fashion draws inspiration from art. It is a continuous creative cycle. The shop windows of the Cornelis Schuyt street are therefore a perfect choice for the presentation of my newest work. In addition I find it important that my paintings are accessible to everyone which is also fits the public character of the downtown program of the AIFW." All paintings will be for sale. Part of the proceeds will go to the foundation supporting the restoration of the Vondelpark "Stichting Hart voor het Vondelpark". To raise additional funds fashion art cards of the exhibition will be for sale in the participating shops. The art cards are sponsored by Christie's.

Among the participating shops are Blue Blood, Bril, Shoe Baloo, Buise, ELLE Brand Store, Replay, Boekhandel Mulder, Spring, Menno Kroon, Zondag, Vlerk, Paule Carre Art & Design, Fishes, Parfumerie Louise, Living & Giving, RJ Home Collections.

The initiative of the Cornelis Schuyt district puts emphasis on the importance of the AIFW for Amsterdam" according to James Veenhoff, program director of the AIFW. The originality of the concept shows that Amsterdam is an entrepreneurial, creative city and that the AIFW does not limit itself to the Centre and the PC Hoofstraat".

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