



News

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Philadelphia University fashion students will compete in Project Capucci runway show on Friday, April 1, at the Philadelphia Museum of Art

The competition will celebrate the work of famed Italian designer Roberto Capucci and a new Art Museum exhibition of his designs

PHILADELPHIA, March 31, 2011-- Philadelphia University fashion design students will compete Friday, April 1 in the Philadelphia Museum of Art's "Project Capucci" design contest, which will celebrate the work of one of the most influential Italian fashion designers of the last century.

Roberto Capucci, one of the founders of modern Italian fashion, is known for his innovative use of color, form and silhouette beginning in the 1950s. An exhibition of his work, including film clips, historical photographs and over 90 designs, is on display through June 5 in the Philadelphia Museum of Art exhibit *Robert Capucci: Art Into Fashion*.

As a tribute to his influence in the fashion world, the Art Museum is hosting the student fashion competition, which includes students from Philadelphia University, Drexel University and the Art Institute of Philadelphia. The students will design Capucci-inspired creations for a runway show at the museum starting at 6:30 p.m.

"This is an exciting opportunity for our designers to respond to the work of an extraordinary visionary who has been an influential force in Italian fashion," said Clara Henry, fashion design program director at Philadelphia University. "As an inspirational source, Roberto Capucci offers designers his astonishing sense of color, volume and form."

The contest will be hosted by NBC10 anchor Lu Ann Cahn and judged by a special guest panel including *Project Runway* winner and Philadelphia University alumnus Jay McCarroll; Missy Dietz, Nieman Marcus general manager and member of Philadelphia Magazine's style squad; Luigi Scotto, consul general of Italy; Brigitte Segura, fashion writer and contributor to InStyle.com; and fashion aficionado Marla Green DiDio.

“Design competitions are a great way to showcase a body of work by a promising designer that might otherwise never see the light of day,” McCarroll said. “It’s healthy for artists to experience being ‘judged’ and see where he or she is situated in the whole scheme of things. It also feels great to be recognized for the many hours of hard work and passion that get poured into every single garment.”

The designs will be modeled by Wilhelmina Agency models and Lagos will supply jewelry to complement the designs. Awards will be announced at 8 p.m. and the top designers will receive cash prizes and jewelry from Lagos.

Roberto Capucci: Art Into Fashion is the first American tribute to his work, featuring nearly 90 works spanning the artist’s career, with film clips and historical photographs that document the parallels between his designs and the Italian fashion world. The exhibition traces Capucci’s artistic career from his discovery in 1951 to his recent dress sculptures. For more information on the exhibit, go to <http://www.philamuseum.org>.

Philadelphia University, founded in 1884, is developing the model for professional university education in the 21st century. With 3,500 students enrolled in more than 60 undergraduate and graduate programs, the University focuses on professional programs that prepare students to be leaders in their professions, in an active, collaborative and real-world learning environment with a strong foundation in the liberal arts. Philadelphia University includes Schools of Architecture, Business Administration, Design and Engineering, Liberal Arts and Science and Health. For more information, go to www.PhilaU.edu.