

MUSEUM  
OF  
POP  
CULTURE

**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

**MoPOP AND BARRETT BARRERA PROJECTS STAGE A MULTIDIMENSIONAL FASHION  
EXHIBITION EXAMINING ARCHETYPES OF WOMANHOOD**

*"A Queen Within: Adorned Archetypes," an exhibition exploring new femininity and storytelling in boundary-pushing fashion.*

**Seattle, WASH (March 29, 2019) - The Museum of Pop Culture (MoPOP)** is pleased to present *A Queen Within: Adorned Archetypes*, opening to the public on May 11, 2019. Curated and designed by Sofia Hedman and Serge Martynov of MUSEEA, *A Queen Within* is a large-scale exhibition produced and toured internationally by Barrett Barrera Projects.

*A Queen Within* investigates symbols of womanhood and challenges conventional notions of beauty with experimental gowns, headpieces, and jewelry by boundary-pushing fashion designers and artists including Alexander McQueen, Vivienne Westwood, Gypsy Sport, Hassan Hajjaj, and Iris van Herpen. The exhibition features more than 100 articles of fashion, photography, and videos presented in a dramatic gallery design that explores six archetypal personality types, including Mother Earth, Sage, Enchantress, Explorer, Heroine and Thespian. Derived from recurring motifs in myths and fairy tales of world literature, these archetypes are used to help unpack our understanding of the visual symbolism of female identity.

"*A Queen Within* exemplifies the life-changing force of creativity that we strive to foster here at MoPOP," says Alexis Lee, Executive Director of MoPOP. "We are thrilled to bring such beautiful and inspirational work to our community that sparks timely and relevant cultural commentary, while celebrating emerging and established artists."

In a moment of critical reevaluation of women's roles in culture, business and society at large, *A Queen Within* presents a progressive, global exploration of female archetypes as seen through the eyes of an international cast of influential fashion and visual arts practitioners including: Adidas, Alexander McQueen, Anrealage/Kunihiko Morinaga, Antoine Peters, Arvida Byström & Maja Malou Lyse, Ashish, Bea Szenfeld, Bourgeois Boheme, Carcel, Chanel, Chan Luu, Charlie le Mindu, Chromat, Comme des Garçons, Cooper & Gorfer, Cutecircuit, David LaChapelle, Diana Scherer, Fantich & Young, Gianfranco Ferré, Gucci, Gypsy Sport, Hassan Hajjaj, Herdentier, Hideki Seo, Iris

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van Herpen, Jalila Essaïdi, Joanne Petit-Frère, Jordan Askill, June Canedo, Keta Gutmane, Kids of the Diaspora. Living Colors, Louise Linderth, Maja Gunn, Maiko Takeda, Maïmouna Guerresi, Michael Drummond, Minna Palmqvist, MuSkin, Namilia, Omar Victor Diop, Pam Hogg, Petit Pli, Prada, Reformation, Rich Mnisi, Sandra Backlund, Serena Gili, Shaun Leane, Slow Factory, Studio Roosegaarde, Tabitha Osler, this is Sweden, Tommy Hilfiger, and Vivienne Westwood. Special commissioned headpieces by Charlie le Mindu.

"We are delighted to present *A Queen Within* at the innovative and highly acclaimed MoPOP, and experience first-hand the unique vibrancy of Seattle," says co-curator Serge Martynov. "Seattle's remarkable cultural and technological development over the past few years make it uniquely primed for this exhibition."

The exhibition opens to the public May 11 and stays on view through September 2, 2019.

For more information, visit: [www.mopop.org/aqueenwithin](http://www.mopop.org/aqueenwithin)

## FOR CALENDAR EDITORS

### WHAT:

#### ***A Queen Within: Adorned Archetypes***

Using the six personality types of a queen-Sage, Enchantress, Explorer, Mother Earth, Heroine, and Thespian-the exhibition explores how designers like Alexander McQueen, Joanne Petit-Frère, Hideki Seo, Gucci, Chromat, and Vivienne Westwood use their work to create a space for contemplating the relationship between dress, society, and our shared history.

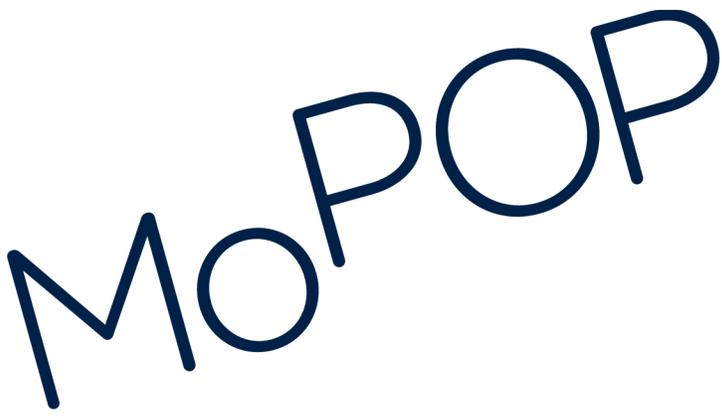
*A Queen Within* highlights a broad range of designers-from the internationally famous to the currently emerging-resulting in a deep inquiry into the diverse nature of the feminine. Gowns, wigs, shoes, and photographs are presented in immersive environments rich in symbolism, inviting visitors to peer into the private worlds of deeply powerful feminine figures.

### WHERE:

#### **Museum of Pop Culture**

325 5th Avenue N, Seattle

### WHEN:



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**May 11 - September 2, 2019**

**KEY EXHIBITION DATES:**

Press Preview: May 8, 2019

Member Exclusive Preview: May 10, 2019

Exhibition Opening Party: May 10, 2019

Exhibition Open to Public: May 11, 2019

**TICKETS:**

\$25-\$34 (General Admission + Special Exhibition)

\$6 (Special MoPOP Member Price)

**PHOTOS:**

Please find exhibition photos here: <https://imgsrvr.net/open/euUFTqngl3iDSoLS>

**ABOUT BARRET BARRERA PROJECTS**

**Barrett Barrera Projects** manages a significant body of Alexander McQueen's work, a large portion of which is featured in the exhibition alongside an equally expansive representation of significant contemporary designers and artists such as Anrealage, Ashish, Chromat, Comme des Garçons, [Gucci](#), [Gypsy Sport](#), Hassan Hajjaj, Iris van Herpen, Pam Hogg and Maïmouna Guerresi. Barrett Barrera Projects offers complex, multi-disciplinary exhibition experiences that challenge the traditional boundaries separating art, fashion, design and performance.

**ABOUT MUSEEA**

**MUSEEA** is a multidisciplinary design and curatorial platform based in London/Stockholm/Barcelona. Integral to their work is creating thought-provoking immersive environments that intrigue, inspire and draw people together. MUSEEA's projects are driven by a passion for stimulating collaborations, global inclusivity and sustainable artistic practices.

**ABOUT THE MUSEUM OF POP CULTURE (MoPOP)**

MoPOP is a leading-edge nonprofit museum in Seattle, with a mission to make creative expression a life-changing force by offering experiences that inspire and connect our communities. MoPOP reaches multigenerational audiences through our collections, exhibitions, community engagements, and educational programs, bringing understanding, interpretation, and scholarship to the pop culture of our time. For more information, visit [MoPOP.org](http://MoPOP.org)

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