

PRESS RELEASE

North-South Fashion Dialogue

Welthungerhilfe presents WorldRobes at ,across the borders' festival in Aachen

Berlin, June 2nd 2008. From June 11th to August 24th the exhibition "Big Blue Ball" at Ludwig Forum für Internationale Kunst in Aachen will present a selection of WorldRobes outfits. The experimental and vanguard garments designed for the Welthungerhilfe fashion contest show how interesting and inspiring engaging in foreign countries and their cultures can be.

"With the WorldRobes fashion contest we wish to show that developing countries do not only have poverty and misery but also cultural wealth which needs to be preserved. And of course we hope to win people to our fight against hunger and deprivation", says Ingeborg Schäuble, chairperson of Welthungerhilfe.

The cross-border exhibition "Big Blue Ball" connects fashion, music and arts and was conceived in cooperation with Peter Gabriel. The artist will attend the opening event on June 11th 2008. The 17 presented WorldRobes outfits stand for the exhibition's global approach to fashion.

Students from nine renowned German fashion schools and universities as well as designer Mimi Konaté from Mali took part in the WorldRobes contest 2007. They designed innovative collections with fabrics from Mali, Peru and India. Sportive hood shirts were elaborated using light Indian silk, men's collections made out of West African printed cotton and elegant evening gowns created out of colourful woven textiles from the Peruvian Andes.

WorldRobes: „Big Blue Ball“
Exhibition opening: Wednesday, 11.06.2008, 5 pm
Ludwig Forum für Internationale Kunst,
Jülicher Straße 97-109, Aachen.

Welthungerhilfe is one of the largest non-governmental aid organisations in Germany. It provides help from one set of hands: from rapid emergency relief to reconstruction programmes, as well as long-term projects with local partner organisations following the principle of promoting self-help. Since its founding in 1962 Welthungerhilfe has carried out some 5.500 projects in over 70 countries with a total funding of 1.9 billion euros – for a world free of hunger and poverty.

www.welthungerhilfe.de, www.weltgewaender.de, www.acrosstheborders.de

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