

THE GOLDSTEIN MUSEUM OF DESIGN

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PRESS RELEASE

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**Goldstein Museum of Design announces fall exhibit,
“From Sportswear to Streetwear: American Innovation”**
August 16-November 2, 2008, Goldstein Museum Gallery, McNeal Hall

~Exhibit accompanied by keynote address on sportswear from University of Massachusetts professor **Patricia Campbell Warner**~



Curators:

Dolores DeFore, Volunteer Curatorial Specialist in Fashion; Marilyn DeLong, Associate Dean for Research and Outreach; Kelly Gage, Graduate Student in Apparel Studies; Gloria Hogan, Consultant; Erin Jedlicka, Graduate Student in Apparel Studies

St. Paul, MN— The University of Minnesota’s Goldstein Museum of Design announced their fall exhibit, *From Sportswear to Streetwear: American Innovation* today. It will feature garments from the Goldstein’s own collection demonstrating the migration of specialty fabrics such as quik-dri and stretch and styles such as golf shirts, ski pants, equestrian-wear and athletic shoes into non-

sport casual dress. The influence has come full circle and dress for sport is now influenced by streetwear. This mutual influence shifts from sportswear to streetwear and back again, leaving viewers to ask: Is it sportswear or streetwear?

From Sportswear to Streetwear: American Innovation runs August 16-November 2, 2008 in the Goldstein Museum of Design, 241 McNeal Hall, 1985 Buford Ave., St. Paul. Admission is free. Featured in the exhibit will be items from Ralph Lauren, Hermes, Gucci, Valentino, Lilly Pulitzer, Juicy Couture and Converse.

The exhibit will be accompanied by a symposium 4 p.m., Friday, October 10, 2008 in the McNeal Hall Auditorium. In a keynote address, **Patricia Campbell Warner**, professor emerita in the history of dress at the University of Massachusetts, Amherst will explore American innovation in dress in support of the exhibition. Other speakers will include U of M Apparel Studies graduate students Kelly Gage, Joyce Heckman, Erin Jedlicka and Monica Sklar

Exhibition Details

American dress is marked by the influence of sportswear. As Ralph Lauren once said, "Americans are the leaders because we know how to do sportswear better here than anywhere else." Contemporary styles such as fashion tennis shoes, velour sweatsuits and racing shorts are easily identifiable examples of the influence of sportswear. Though these items are instantly recognizable as based on sportswear, no one would try to play basketball or tennis, or run a marathon in such a fashion. This dichotomy between everyday, street clothing and their sports precedent is a phenomenon of the 20th century with children's sailor suits, stirrup ski pants and Members Only baseball jackets. It continues into the 21st century with the popularity of bowling shoes and rugby shirts.

Though, the influence of sportswear on contemporary American Fashion has been profound, this was not always the case. In the 19th century, men and women adapted their public dress in minor ways to enable playing in participative social sports such as croquet and lawn tennis.

With the advent of the bicycle in the late 1800s, men and women found riding a bicycle involved physical movements that required adaptation and redesign of clothing for sport. Public sports for both men and women grew in categories that involved great physical movement and special clothing was designed for each sport, including skiing, swimming, baseball, biking and racing.

For more information on the exhibit, visit <http://goldstein.design.umn.edu/exhibitions/upcoming/>

About the Goldstein Museum of Design

The Goldstein Museum of Design, the only design museum in the upper Midwest, is part of the University of Minnesota and housed in the College of Design. Founded in 1976, the museum's foundations lie in the work of Harriet and Vetta Goldstein, professors in the university's Design Department from 1910 to the late 1940s. Exhibition topics cover the breadth of design – from clothing and textiles to decorative art and graphic design. Most exhibitions are accompanied by public programs for university and community audiences.