

Announcement of the exhibition  
*SANSOVINO 6 Indigo pop up situation*  
by Edward Buchanan

Opening: Wednesday April, 25, 2012, 7 – 9.30 pm  
Duration of exhibition: April 25 – May 19

Opening hours during Gallery Weekend: April 27 – 29, Fri + Sat 1 – 9, Sun 1 – 6 pm

The American Milan based fashion designer Edward Buchanan will transform the exhibition space of Semjon Contemporary into a melange between design studio and creative fashion boutique.

Pin walls covered with designs, samples, and items like notes, photographs used as inspiration material will be displayed on the gallery walls creating the feeling of his design studio in Milano. A wardrobe for fitting punctuates the store ambiente and will be of use in order to try on the pieces that Mr. Buchanan will design and produce for this occasion. Two limited edition pieces from his Sansovino 6 label in the brands hallmark *indigo knitted denim* will be available. These special editions will be accompanied by a variety of samples of realised designs on view from recent and past collections.

To accomodate the visiting art and fashion lovers, an ensemble of furniture covered in the same *indigo knitted denim* design invites to rest and enjoy the unique ambiente.

The cause of collaboration between the gallery and the fashion designer is the admiration and high appreciation of the fashion design drawings of the artist, which style, vitality and craftsmanship is unmistakable and unique. Mr. Buchanan is a master of the line, which is brought to paper in such a lightness and vibrancy, pulling the spectator right into the center of the design statement. The gallery is proud to be the exclusive representative of these masterly fashion drawings.

Mr. Buchanan studied in the early 90's at Parsons School of Design in New York. Immediatly following his studies he was hired as the Design director and developer of women's and men's apparel of Bottega Veneta from 1996 – 2001. An abundance of consultancies and celebrity collaborations follwed such as: Jennifer Lopez, Sean "Diddy" Combs, and Iman to name a few. Currently, as well as, creative directing Sansovino 6, Edward is a brand consultant at various levels for luxury brands specializing in Knitwear.

H. N. Semjon  
Berlin, March 2012