

FUNKSHION



FASHION WEEK MIAMI BEACH

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15 Seasons

FUNKSHION: Fashion Week Miami Beach is a five day event that provides an intelligent, innovative platform for progressive, established, and emerging designers to showcase their collections to media, celebrities, international buyers, and select style makers. The shows are geared towards designer diffusion collections and innovative lifestyle brands. Designers will integrate music into their shows, many personally selecting their favorite celebrity DJs or bands to preside over their runway spectacles.

funkshion noun \fəŋk-shən\ fusion of music and fashion worlds

Real Time Funkshion ART

Celebrating 15 seasons of Funkshion: Fashion Week Miami Beach, two artists created 15 art installations / sculptures inspired by fashion, music and Miami Beach. For 15 days in the tradition of the Real-Time-Art concepts Djordje IsHere and Vladimir composed one sculpture a day using recycled and found objects from the Funkshion warehouse. They even set up a temporary photo studio at the premises to shoot pictures of the art sculptures using Funkshion runway lights for fashion shows.

The 15 works of art produced represent their creative answers to the connection of the art and fashion worlds – the outcome is extraordinary pieces created with limited resources and in limited time.



HANGERS A clothes hanger, or coat hanger, is a device in the shape of human shoulders designed to facilitate the hanging of clothes in a manner that prevents wrinkles.



[1] FUNKSHION ART: HANGING OUT



Funkshion takes over Ocean Drive with two custom built venues on the beach: Maxim Magazine Park on Ninth presented by FILA and the main tent where designers such as Nicole Miller, Miss Sixty, Fred Perry, Marithe and Francois Girbaud and others showcased their new collections. Among attendees were P. Diddy, Alonzo Mourning, Brian Grant, Patricia Fields and others. Funkshion benefited Brian Grant and Alonzo Mourning Charities.

Stefani Joanne Angelina Germanotta, at age 17, began performing in the rock music scene of New York City's Lower East Side in 2003 and enrolled at New York University's Tisch School of the Arts.

March 2003 - 1st FUNKSHION: FASHION WEEK MIAMI BEACH





[II] FUNKSHION ART: PEARLY GATES



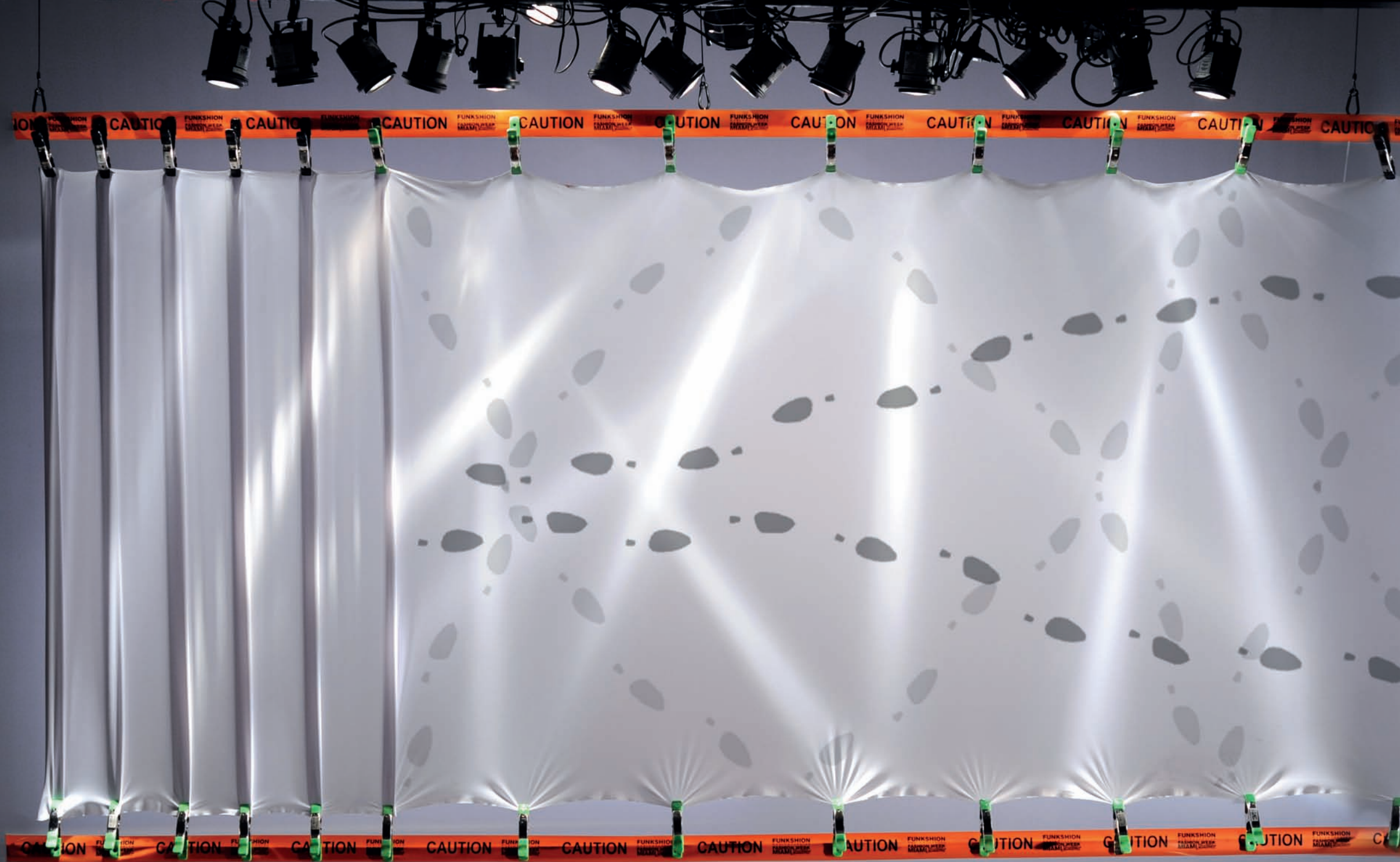
Red Carpet is used to mark the route taken by heads of state on ceremonial and formal occasions. In recent decades it has been extended to be used by VIPs and celebrities at formal events.



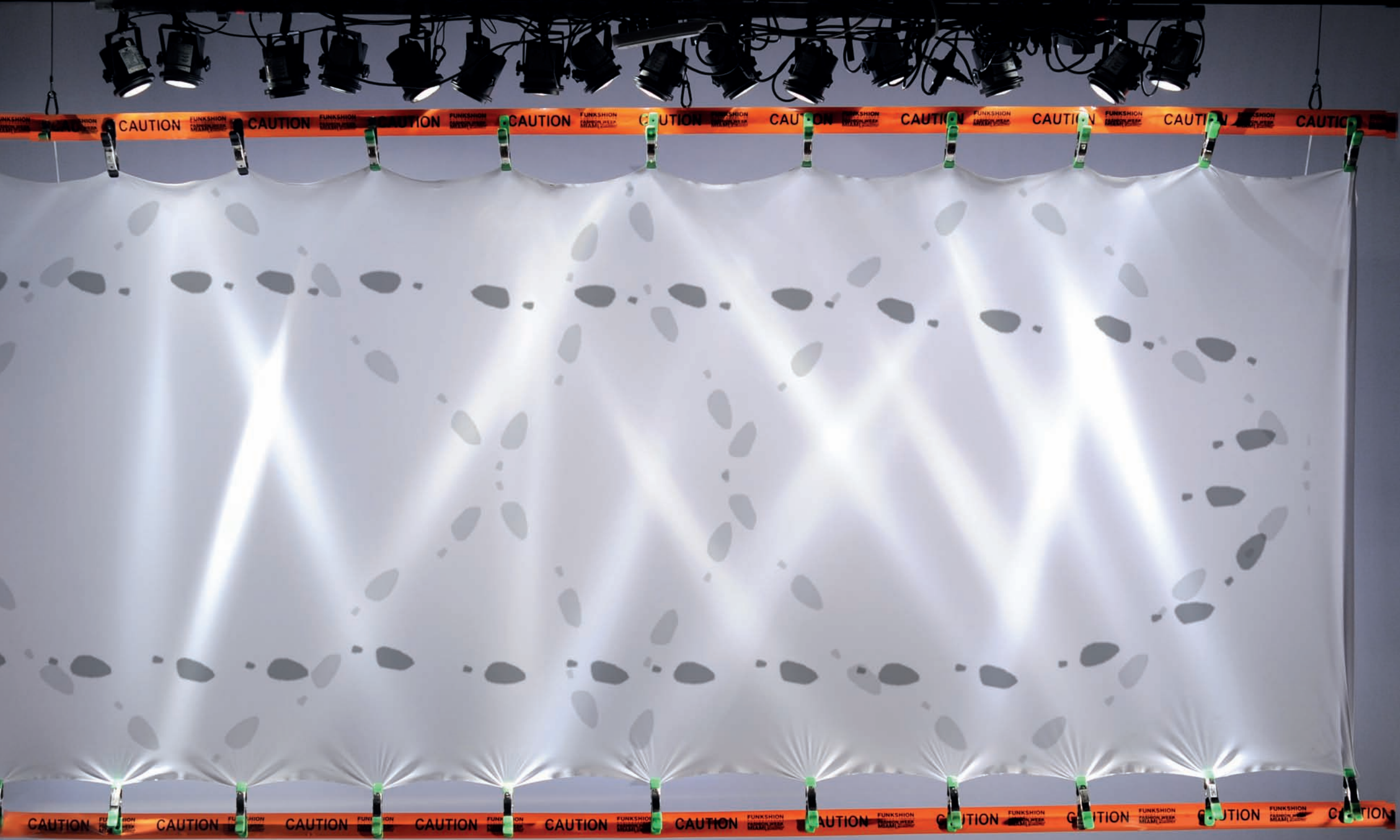
Funkshion takes over a block on Ocean Drive and 1st Street. Designers such as Betsey Johnson, Nicole Miller, Dragana Ognjenovic, Esteban Cortazar and others showcased their new collections. Among attendees were NBA All Stars Glen Rice, Brian Grant, Vlade Divac, Peja Stojakovic, winners of Survivor Amazon Jenna Morasca and Survivor Africa Ethan Zohn, designer Alice Roi and Calvin Klein. Funkshion benefited Brian Grant Charities. Funkshion partners with ULTRA to have a Miss Sixty show during concert.

Stefani felt that she was more creative than some of her classmates. "Once you learn how to think about art, you can teach yourself," she said. She withdrew from the school to focus on her musical career. Phillipe Rolano and David Trujillo, also known as Phillipe and David Blond launched their label.

March 2004 - 2nd FUNKSHION: FASHION WEEK MIAMI BEACH



RUNWAY A narrow, usually elevated platform that runs into an auditorium, used by models to demonstrate clothing and accessories during a fashion show.

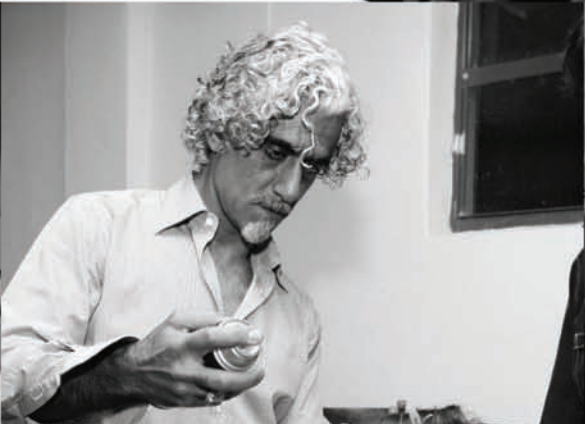


[III] FUNKSHION ART: RUN-A-WAY

Funkshion takes over Moore Building in Miami Design District. Nicole Miller hosts the charity dinner for Local Breast Cancer Society after her show. Kimora Lee and Russell Simmons showcase their Baby Phat and Phat Farm Collections. The Betsey Johnson show was the highlight of the week. Esteban Cortazar presents his first Miami runway show. jetBlue signs on and is still to this date the official airline of the Fashion Week.

Stefani's father agreed to pay her rent for a year, on the condition that she re-enroll for Tisch if she was unsuccessful. "I left my entire family, got the cheapest apartment I could find, and ate #*@% until somebody would listen," she said.

October 2004 - 3rd FUNKSHION: FASHION WEEK MIAMI BEACH





[IV] FUNKSHION ART: CAUTION



LCD DISPLAY is a thin, flat electronic visual display that uses the light modulating properties of liquid crystals (LCs).



City of Miami Beach PROCLAMATION

WHEREAS: FUNKSHION-Fashion Week Miami Beach is a five-day bi-annual event that provides an intelligent, innovative platform for progressive, established, and emerging domestic and international designers to showcase their collections to media, celebrities, international buyers, and select style makers; and,

WHEREAS: FUNKSHION-Fashion Week Miami Beach will celebrate the energy and substance of style across classes and cultures. The shows are geared towards designer diffusion collections and innovative lifestyle brands. Designers will integrate music into their shows, many personally selecting their favorite celebrity DJs to preside over their runway spectacles. Fashion Week Miami Beach has harnessed the curiosity and support of established and emerging talent from the international fashion and lifestyle arenas; and,

WHEREAS: FUNKSHION-Fashion Week Miami Beach designers' packages offer maximum ease and efficiency complete with the highest production value which comes with the expertise of a seasoned production team; and,

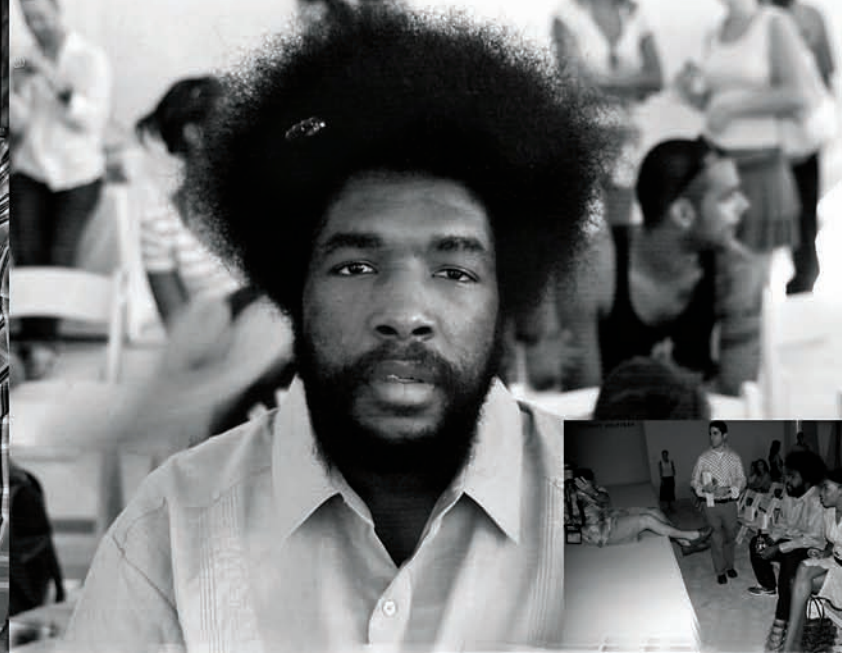
WHEREAS: The City of Miami Beach recognizes these continuing achievements and joins in the celebration of FUNKSHION - Fashion Week Miami Beach,

NOW THEREFORE, DO I David Dermis, Mayor of the City of Miami Beach, hereby proclaim Tuesday, March 22 through Saturday, March 26, 2005, as

FUNKSHION-FASHION WEEK

in the City of Miami Beach.
IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the City of Miami Beach to be affixed.

Date: March 22, 2005 *David Dermis*
David Dermis



Funkshion receives Proclamation from the City of Miami Beach presented by State Representative Louis Garcia and Art in Public Places Coordinator Dennis Leyva. Perrier Bubbling Under Emerging Designers Competition with Fashion Group International is launched. Esteban Cortazar receives The Key to The City. Roy Jones Junior launches his collection and has Michael Buffer announce his show. Ric Pipino was in charge of hair looks for the week. Vogue en Espanol VIP lounge was a huge hit. DKNY kids presented the first kids fashion show at Funkshion. Tommy Hilfiger closes the week with a star-studded fashion show.

Stefani had initially signed with Def Jam Recordings at the age of 19. She was dropped by the label after only three months.

March 2005 - 4th FUNKSHION: FASHION WEEK MIAMI BEACH

[V] FUNKSHION ART: ENLIGHTENMENT



Lighting or illumination is the deliberate application of light to achieve some aesthetic or practical effect.



Funkshion presented by Lexus takes over the famed PARIS THEATRE on Washington Ave on South Beach and does an exclusive show in partnership with ICON Brickell for Donna Karan NY and Esteban Cortazar. Cindy Blackman (from Lenny Kravitz band) performs live during the Eferen Jarquin Fashion Show. Gustavo Cadille, the winner of Perrier Under Bubble Emerging Designers Competition, impresses the press and all the guests attending the show.

Music producer Rob Fusari helped create the moniker Gaga, after the Queen song "Radio Ga Ga". Gaga was in the process of trying to come up with a stage name when she received a text message from Fusari that read "Lady Gaga." Fusari's phone spell check changed by mistake Radio to Lady.

October 2005 - 5th FUNKSHION: FASHION WEEK MIAMI BEACH



[VI] FUNKSHION ART: BRANDING IRON



IRON is a small appliance used in ironing to remove wrinkles from fabric. With the heat and the weight of the ironing plate, the fibers are stretched and the fabric maintains its new shape when cool.



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Funkshion opens its own restaurant + lounge on Lincoln Rd. Mayor Dremer presents The Key to The City to Sale Stojanovic co-creator of Funkshion before the Baby Phat/Phat Farm show set in the middle of Lincoln Rd. The event was broadcasted live on local and international TV stations. Ted Baker brings Miri Ben Ari to play live at their fashion show. Heatherette and Vivian Westwood do their first shows at Funkshion.

Lady Gaga collaborated with performance artist Lady Starlight, who helped create her on-stage fashions.

March 2006 - 6th FUNKSHION: FASHION WEEK MIAMI BEACH



[VII] FUNKSHION ART: BROKEN DREAMS



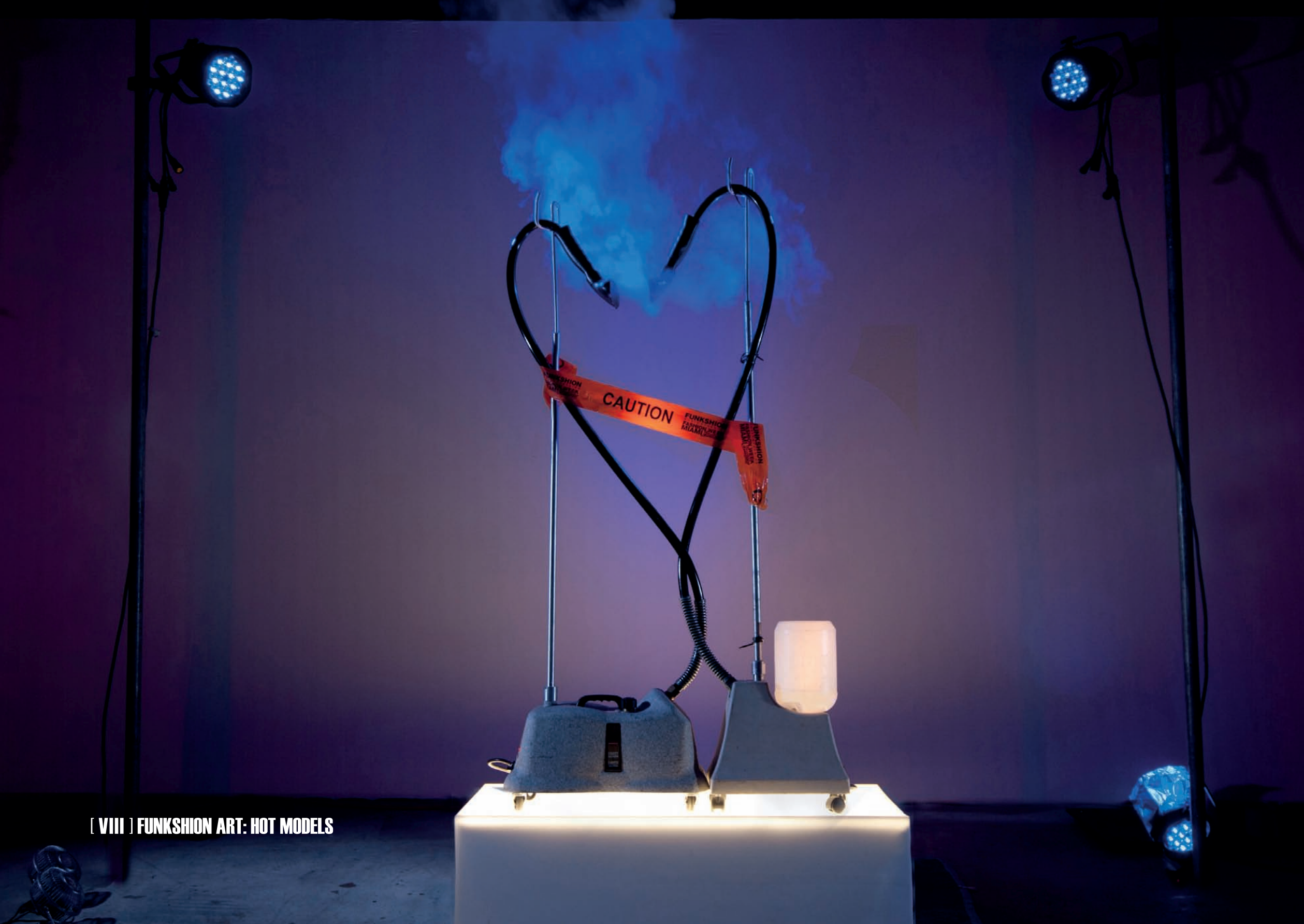
MANNEQUIN is an often articulated doll used by artists, tailors, dressmakers, and others especially to display or fit clothing.

Funkshion takes over The 5th Night Club and converts the club and its parking lot into a state of the art fashion platform. Jennifer Lopez presents two shows: JLO and debut of her, then, brand new line Sweetface. The Sweetface show was held in a spectacular setting at The Hotel Nash. The Heatherette show was packed with celebrities. ELLE Magazine hosted the Miki Stills runway show, winner of the ELLE/Funkshion nation wide search for new top designer that ran in the magazine for 3 months.

Lady Gaga and Lady Starlight began playing gigs at NY downtown club venues like the Mercury Lounge, The Bitter End, and the Rockwood Music Hall, with their live performance art piece known as “Lady Gaga and the Starlight Revue.”

October 2006 - 7th FUNKSHION: FASHION WEEK MIAMI BEACH





[VIII] FUNKSHION ART: HOT MODELS



CLOTHES STEAMER Known as a durable “workhorse” in the fashion trades are an essential tools in a multitude of applications but mostly removing wrinkles on clothes.

binetti



CUST
BARCEL



Funkshion adds The Funkshion Boutique to its trendsetting site on Ocean Drive. Jennifer Lopez debuts her Justsweet line in Miami. Custo Barcelona shows for the first time and receives The Key to The City from Miami Commissioner Michael Gongora. Diego Binetti presents at Funkshion for the first time and steals the show.

Gaga and Starlight were invited to play at the American Lollapalooza music festival. The show was critically acclaimed, and their performance received positive reviews.

March 2007 - 8th FUNKSHION: FASHION WEEK MIAMI BEACH

[IX] FUNKSHION ART: HANDLE WITH CARE



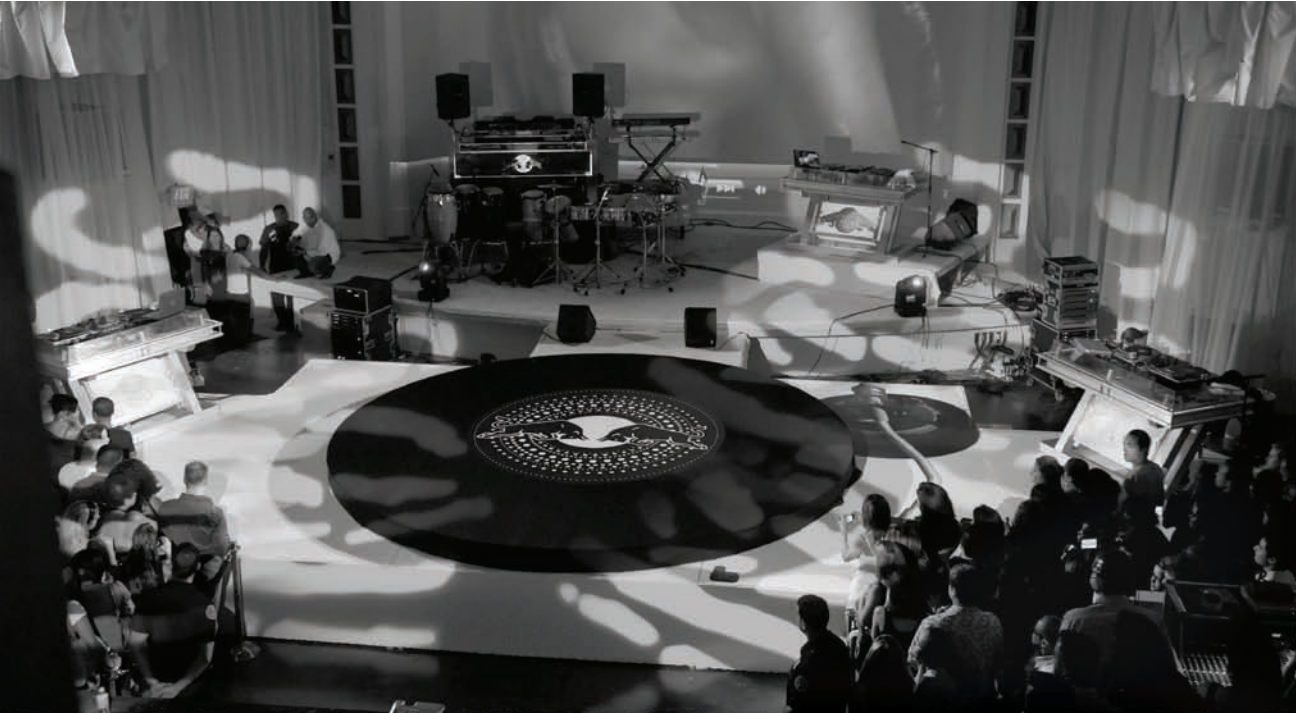
DIRECTORS CHAIR is a lightweight chair that folds side-to-side with a scissors action. Because of its simplicity it is easy to set up.



Funkshion takes over the PARIS THEATRE as a main venue and The Setai Hotel as an exclusive venue for fashion shows. Funkshion was kicked off with GQ's 50 most stylish men. FISICO by Christina Ferrari debuts her line at Funkshion. True Religion joins the expanding line up as well. The late DJ AM spins at the Adriano Goldschmied showcase. Funkshion partners with Red Bull in creating one of the most amazing events that really fused fashion and music. Mix and Mash joined 4 world known Grammy awarded, top DJs with four top fashion schools in the country that ended up in a battle of DJs and styles on the runway in the shape of record player.

Fusari sent the songs he produced with Gaga to his friend, producer and record executive Vincent Herbert. Herbert was quick to sign her to his label Streamline Records, an imprint of Interscope Records, upon its establishment in 2007.

October 2007 - 9th FUNKSHION: FASHION WEEK MIAMI BEACH





CAUTION

[X] FUNKSHION ART: ELECTRIC STYLING



MIAMIBEACH PROCLAMATION

WHEREAS

Funkshion highlights the fashion industry during the Fashion Week in Miami Beach, by celebrating the fusion of fashion and music worlds, providing an innovative platform for progressive, established and emerging designers to showcase their collections to media, celebrities, international buyers, and select style makers; and

WHEREAS

Funkshion is the only true Miami Beach Fashion Week that happens twice a year and that follows fashion seasons around the world, being perfectly scheduled between Paris and LA Fashion Week. Funkshion is a world wide recognized fashion event that puts Miami Beach on a map as one of the Fashion Capitals of the World; and

WHEREAS

the event brings international media attention to the City of Miami Beach and three months before, it registers press from all over the world; Europe, Asia, Australia, New Zealand and FTV that covers over 350 million households worldwide, and

WHEREAS

this is the 10th Funkshion Event held in Miami Beach that attracts the curiosity and support from the international fashion, music and lifestyle arenas, bringing world buyers, retailers and members of the press, twice a year, to benefit the City of Miami Beach.

NOW THEREFORE, DO I, Matti Herrera Bower, Mayor of the City of Miami Beach, hereby proclaim March 26, 2008 as

Funkshion Day at Fashion Week

in the City of Miami Beach.



MAYOR

Matti H. Bower
Matti Herrera Bower March 26, 2008

Commissioner

Deede Wei
Deede Wei

IN WITNESS WHEREOF, I have
Hand and caused the Great Seal of the
City of Miami Beach to be affixed.



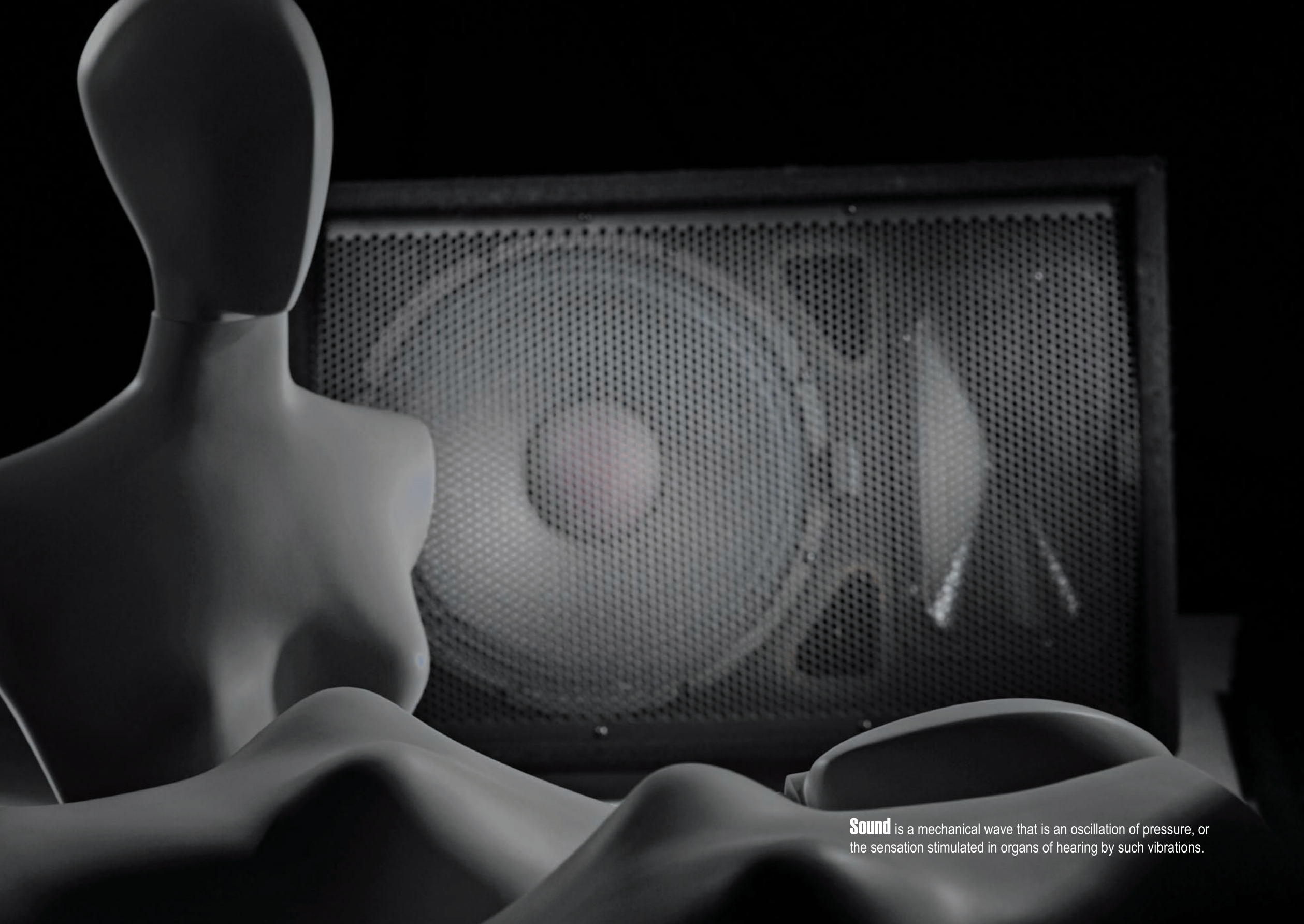
Funkshion takes over Ocean Drive once again and builds a sustainable site. The Setai hosts exclusive fashion shows by Jennifer Lopez, Christina Ferrari and others. Heatherette does their final show with many celebrities coming to give a farewell to NY's favorite kids Richie Rich and Trevor Rains, such as Mena Suvari, Caroline D'Amore, Russell Simmons, Amanda Lepore, Gabrielle Union and others. Funkshion also receives the Proclamation from Mayor Matti Herrera Bower and Comisioner Deede Weithorn, as the largest and most important Fashion Week in Miami Beach.

Lady Gaga had relocated to Los Angeles, working closely with her record label to finalize her debut album The Fame. The Blonds outfit, Ashanti, Dita Von Teese and Rihanna when she performs at 2008 Fashion Rocks.

March 2008 - 10th FUNKSHION: FASHION WEEK MIAMI BEACH



[XI] FUNKSHION ART: RHYTHM



Sound is a mechanical wave that is an oscillation of pressure, or the sensation stimulated in organs of hearing by such vibrations.

Funkshion continues its eco-chic efforts and chooses the Miami Botanical Garden as a main venue. The whole week was offset by purchasing carbon credits. The Setai hosts exclusive shows and events such as a runway show and birthday party for Russell Simmons who launched his new line Argyle Culture. American Heart Association joins the Funkshion line up with a star studded Red Dress Fashion Show. Richie Rich debuts his solo collection at Funkshion. Avant Guard Spanish designers Kurru Kurru stole the show at The Setai and got international coverage including a page in ELLE magazine and a special on FTV.

Gaga's The Fame peaked at number one in United Kingdom, Canada, Austria, Germany, Switzerland and Ireland, and the top-five in Australia, the United States and fifteen other countries. Worldwide, The Fame has sold over fourteen million copies.

October 2008 - 11th FUNKSHION: FASHION WEEK MIAMI BEACH



[XII] FUNKSHION ART: CITY LIGHTS



TRUSS is a structure comprising one or more triangular units constructed with straight members whose ends are connected at joints. Truss can be used on the stage or runways to support lighting sets.





Funkshion hosts in its famous venue on Ocean Drive the very first Miami Green Show where 5 hand picked eco-chic designers dressed 30 Miss Universes for an amazing fashion show. T.I. launches his new line Akoo. Parish Nation hosts a runway show with DJ Sky Nellor on a private yacht for 400 press and VIP guests. Hotel Costes' Stéphane Pompougnac plays for the Maya fashion show at The Setai.

Lady Gaga's The Fame Ball Tour, which was critically appreciated and began in March 2009. The Blonds dress up Katy Perry for her Live performance at Grammy Awards 2009.

March 2009 - 12th FUNKSHION: FASHION WEEK MIAMI BEACH

[XIII] FUNKSHION ART: LIGHT MEAL



POLAROID is a self-developing film, a type of photographic film first introduced by Polaroid that is designed to be used in an instant camera.



Funkshion takes over The Bass Museum as the main venue and converts it to a state of the art fashion pod. The Setai Hotel hosts exclusive fashion shows such as Nicole Miller, Red Dress by American Heart Association, Custo Barcelona and A*Mused line by Richie Rich featuring Pamela Anderson.

Gaga was nominated for a total of nine awards at the 2009 MTV Video Music Awards, winning the award for Best New Artist, while her single "Paparazzi" won two awards for Best Art Direction and Best Special Effects.

October 2009 - 13th FUNKSHION: FASHION WEEK MIAMI BEACH



[XIV] FUNKSHION ART: MONUMENTAL





Funkshion does the biggest Fashion Week to date. It gets split in two dates in March due to the overwhelming response by designers, sponsors and Miami fashion lovers. Part 1 was called Fashion Miami and was held in the Miami Design District where each show was received by a full house of over 1200 press, buyers and VIPs. Designers such as Gustavo Cadille, Silvia Tcherassi, Craig Signer, Custo Barcelona and others showcased their new creations. Fashion Group International hosted the award show honoring Silvia Tcherrasi, Eva Hughes editor in chief of Vogue en Espanol and Loren Ridinger of Market America. Part 2, a fusion of fashion and music called Funkshionably Loud was held in part on Ocean Drive and at The Setai Hotel.

Lady Gaga's single "Alejandro" paired Gaga with fashion photographer Steven Klein for a music video similarly as controversial – critics complimented its idea and dark nature, but the Catholic League attacked Gaga for her use of blasphemy.

March 2010 - 14th FUNKSHION: FASHION WEEK MIAMI BEACH

CHAMPAGNE is a sparkling wine. Through advertising and packaging they sought to associate Champagne with high luxury, festivities, and rites of passage. Used in large quantities at the end of successful fashion shows.



[XV] FUNKSHION ART: SALUTE



Funkshion, once again, takes over The Bass Museum as the main site and converts it into a cutting edge fashion venue by adding Shop Miami Beach for two days. The Juice Foundation founded by Miami Heat's Juwan Howard hosts a children's runway show benefiting kids with cancer. The Setai Hotel hosts the exclusive fashion shows and after-parties for designers such as Paul Sinclair, Future Heretics, Ibellav and Funkshion regular Richie Rich. Vanidades Magazine hosts Magia De La Moda fashion show at The Bass Museum featuring collections from Luca Luca, Sergio Rossi, Elie Tahari, Laundry by Shelly Segal and others.

Lady Gaga was accompanied to the MTV VMA's by four service members who had all been affected by the US military's Don't ask, don't tell policy, which prohibits lesbian, gay and bisexual people from serving openly and released three YouTube videos that urged her fans to contact their Senators in an effort to get the policy overturned. The Blonds dress up Lady Gaga for two years now and are scheduled to showcase their new collection at Funkshion: Fashion Week Miami Beach March 2011. Lady Gaga will ...

October 2010 - 15th FUNKSHION: FASHION WEEK MIAMI BEACH



January 2009 - FUNKSHION: FASHION WEEK MIAMI BEACH

During Milan Fashion Week in Milan, Italy, FUNKSHION hosted a cocktail reception and showcase of two top Italian designers casual Met in Jeans and high end FISICO by Christina Ferarri in the Majestic hotel.

July 2009 - FUNKSHION: SWIM

Funkshion takes over The W Hotel and The Setai Hotel for 4 days of swimwear shows on a runway built over the water by designers such as INCA, Shay Todd, Naked Lotus, Maya and others. Cosmopolitan en Espanol hosts its first annual Summer Splash Fashion Show.

July 2010 - FUNKSHION: SWIM

Funkshion takes over The Setai Hotel for 5 days of amazing swimwear shows by designers such as INCA, Just Cavalli, Sonia Vera, Paula Herbert and others. Cosmopolitan en Espanol hosts its second annual Summer Splash Fashion Show.



THANK YOU

City of Miami Beach, Miami Beach Commissioners, VCA and its board, Ocean Drive Association, Miami Beach Special Events, The Beacon Council, Fashion Group International, The Setai Hotel, Town House Hotel, Motives, Prive, Miami International University of Art & Design, Vizartis, FTV, Eventstar, Fortrex, New Image Productions, Michael Designs, The Aba Agency, Cuisine Works, H2 Square, SNL, Associated Permits, Televisa, jetBlue, Miami Design Preservation League, Harpers Bazaar en Espanol, Cosmopolitan en Espanol, Vanidades, Elle Magazine, Nylon, Paper, Feldman Gale, P.A., Miami Beach Police and Fire Department, ICON Creative, Sapient, Siinc Agency, Mochee, DACRA, MMG, Miami Beach Model Agencies (Front, Next, MC2, Wilhelmina, Runway, Deco, Mega, and all others), all photographers, videographers, press and media that covered Funkshion such as Miami Herald, Sun Sentinel, The Lead, Sun Post, Miami.com, Miami Luxury, Ocean Drive, Deco Drive, Fox Ch7 (WSVM), ABC Ch10 (WPLG), CBS Ch4 (WFOR), NBC Ch6 (WTVJ), and all designers that showcased their creations in the past 15 seasons.

Red Bull, Lexus, Audi, Perrier, Mac, Peroni, Moet, Hennesey, Nespresso, Voss, and all other sponsors that made it possible.

FUNKSHION FAMILY

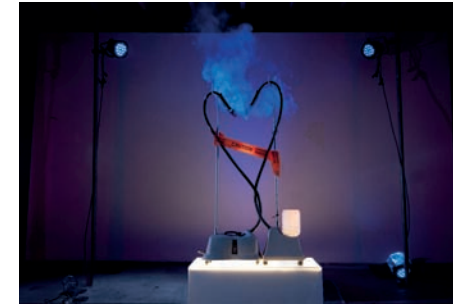
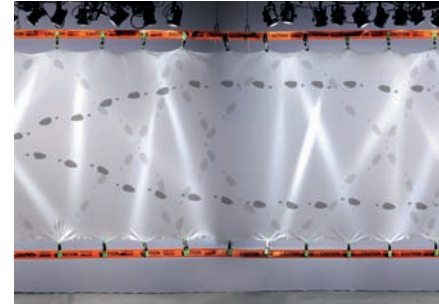
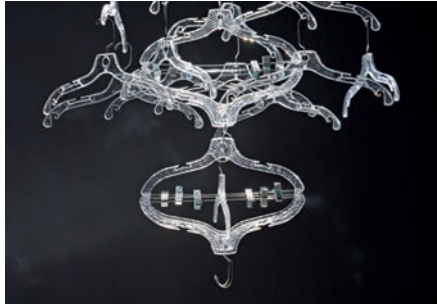
Funkshion family is Sale Stojanovic, Alain Perez, Aba Kwawu, Matt Heien and Karim Atash.

SPECIAL THANK YOU TO

Mayor Matti Bower, Ex - Mayor David Dremer, Michael Aller - Mr. Miami Beach, Jorge M. Gonzalez, Michael Gongora, Max Sklar, Grisette Roque Marcos, Graham Winick, Dennis Leyva, Linette Nodarse, Eileen de la Cuesta, Marlo Courtney, Steve Boucher, Al Feola, Charlene Parsons, Stephanie Horton, Loren Ridinger, Tracy Mourning, Natalia Zapata - Diaz, Madelin Bosakewich, Christina Martin, Orna Gusinski and Michael Adam, Randi Freedman, Christopher P. Demetriades, George Achi, Susan Stipicianos, Maggie Dominguez, Minerva Arboleya, Silvio Sulichin, Nicole Miller, Custo Dalmau, Russell Simmons, Augie Lasseter, Richie Rich, Craig Robins, Belkys Perez, Jose Gonzalez, Al Silvestri, Michael Musto, Mickey Boardman, David Manning, Vladan Stanojlovic Kika, Natalija Dedic, Boris Stojanovic, Amy Dang, Aleksandar Jovanovic, Simon Stantic, Phil Reis, Paulina Casado, La Tonya Davis, Judy Stein, David Grutman, Brian Gordon, Michael Capponi, Fred Gonzales, Louis Aguirre, Charles Allan Smith, Isabel Chattas, Sandra Novas, Johnny the Boy, Michael Martin, Rachel Alpert, Jeanny Gallo, Cece Feinberg, Mike Zighelboim

WHAT MATTERS THE MOST

Over the past 8 years, Funkshion has supported many charity organizations by cash donations and fundraising including The Juice Foundation, The Angel's Pediatric Heart House, Kids Cancer Society, St Jude, Alonzo Mourning Charities, Brian Grant Foundation, The American Heart Association, jetBlue Charities ...and many others.

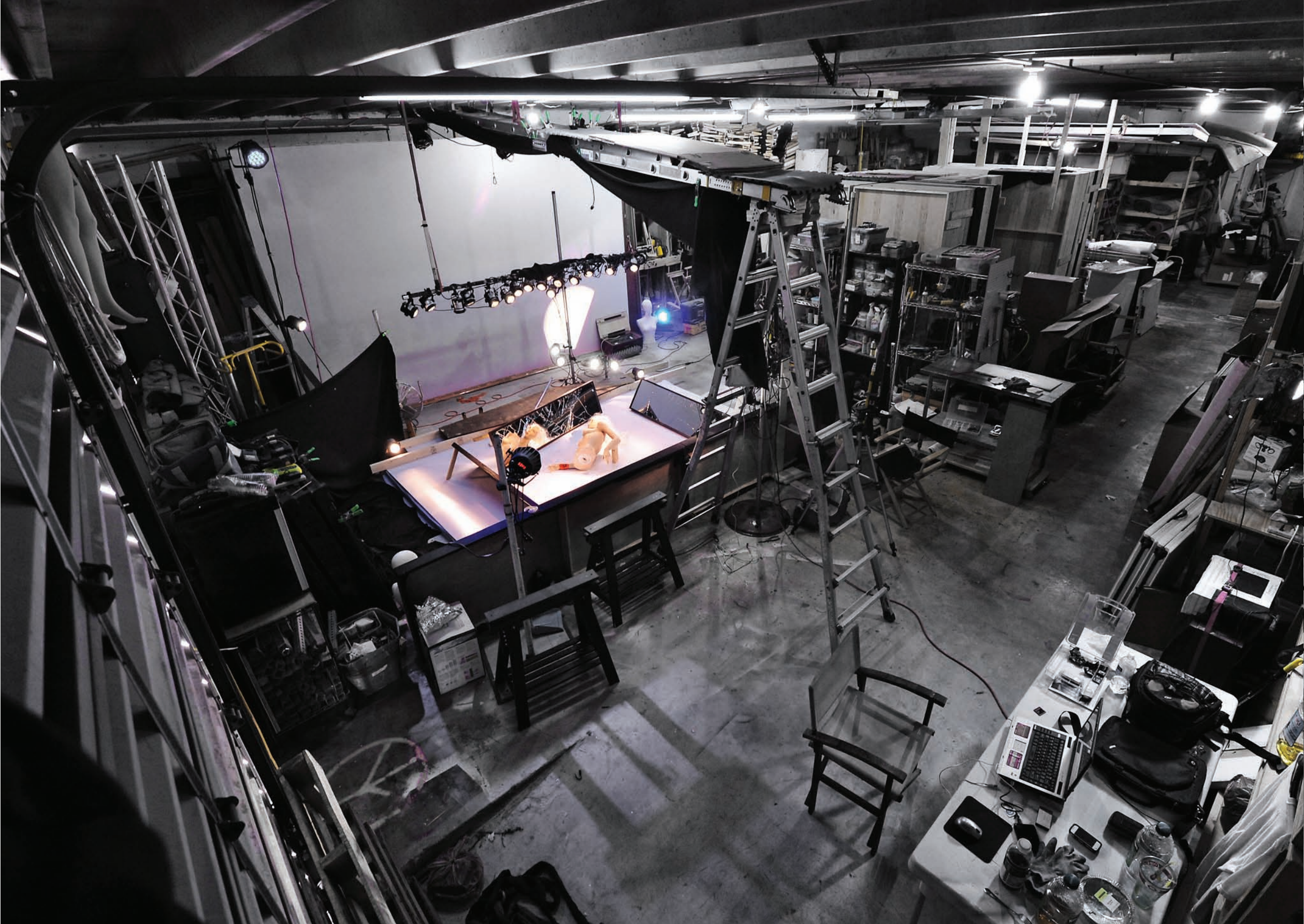


REAL TIME FUNKSHION ART

FUNKSHION's Real Time Art mission was to employ and recycle already used or found objects within the designated work space – Funkshion warehouse, within the prescribed time of 15 days. The only objects that were brought to the warehouse were laptops and a photcamera. The challenge artists faced required mobilizing their creative energy to produce the wide spectrum of works -15 art sculptures, to set up a temporary photo studio in order to photograph artworks, design Funkshion book 'XV', as well as all details needed for the gallery art show production and promotional aspects of the project.

Djordje IsHere is an artists and creative director who engages his trans media talents of Renaissance man in art, graphic design, high end print publications, photography and web production. His projects were featured in NY Times, Graphis, Creativity, Communication Arts, The Art of Design, Graphic Agitation II, Colossal Design and other publications. [djordjeishere.com]

Vladimir is an artist who expresses his creativity in photography medium. With the same passion and physical involvement that brought him to the Olympics as a rower, he creates art photography, in such a meticulous and detailed manner that sometimes takes years to complete. [b4art.com]





Real Time Funkshion Art Sculptures by Djordje IsHere and Vladimir

Book Packaging by New Icon Works
newiconworks.com

Book Prepress by As Dizajn Studio

Printed by Vizartis, Serbia
vizartis.rs

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LOUNGE + RESTAURANT

