



## Iris Van Herpen's First Solo Exhibition Materialises in the Groninger Museum

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To say that Iris van Herpen is a rising star in the world of fashion would be an understatement. Since starting her own label in 2007, Iris has picked up a string of awards, has been elected as guest-member by Chambre Syndicale de la Haute Couture, has seen her clothing worn by trend-setting celebrities such as Björk and Lady Gaga, and has had her 3D printed dresses named as one of the 50 Best Inventions of 2011 by TIME Magazine. Now she is able to add a solo exhibition and a book to her list of achievements and, for most of her collections, she has taken Materialise along for the ride.

From March 25<sup>th</sup> to September 23<sup>rd</sup>, 2012, visitors to the Groninger Museum in Groningen, the Netherlands, will be treated to a solo exhibition by Iris van Herpen, which features an overview of her work from 2008 to the present. Among the pieces representing the *Crystallization (2010)*, *Escapism (2011)*, *Capriole (2011)* and *Micro (2012)* collections are designs brought to life through 3D Printing at Materialise.

The exhibition opened to great acclaim on the evening of March 23<sup>rd</sup>, with the event doubling as the official launch of Iris van Herpen's first book, which is self-titled and soon to be on sale worldwide. The book provides readers with a stunning look at catwalk photos from all of Iris's collections and includes new photo material by Bart Oomes as well as an essay by fashion journalist Jean Paul Cauvin.

Materialise staff members were on hand for the official opening and you can share their experience in this [photo album on Facebook](#). They can highly recommend both a visit to the Groninger Museum to see the exhibition and the book, which is a must-have for those that truly appreciate fashion as the art form it can be, especially when Iris van Herpen is involved.

For more details about the exhibition visit: <http://www.groningermuseum.nl/en/exhibition/iris-van-herpen>

To order your own copy of Iris van Herpen's book visit the [Groninger museum webshop](#) or [Iris van Herpen's website](#).