

Amsterdam 11 september 2009. Making an object of dollar bills. Concept idea: Saskia te Dorsthorst en Jorise de Jong.



The slow growth of an art object/garment made from one dollar bills. This growth of this object can be followed on the website. During the Amsterdam International Fashion Week, we want to present the art object/garment with a performance. After the presentation we like the object/garment to travel as an exhibition in a gallery/ museum. "Food for thought"

Questions for this project: What is the value of things? And how do you measure the value? A garment made of a cloth of 45 euros can cost just 2000 euro. How can that be? Why are diamonds expensive? Why a Rembrandt suddenly loses its value if it's not the real Rembrandt? It's still the same painting?

Especially in times of crisis, people are a lot more aware of the costs and they wonder why things have different prices:

"It does not show.

It's just a piece of fabric.

What's special about it now?

A dress of dollar bills, of what is it made of fabric or money? Does this unusual use of the notes as money increase or decrease the value?



The one dollar bills together can form a piece of 'substance' of 35 meters. Due to the significance which transcends the dress, the garment into a conceptual artwork. The aim is to show the object during the Amsterdam International Fashion Week, the process of making the garment and present it in a performance during the AIFW. We like to capture the process, it can be followed by www.onedressayear.com, and in the form of postcards, calendars, dress particles (all limited edition) and a brochure. The project is aimed at people who visit the Fashion Week, who deal with fashion, work in fashion or buy fashion. Also interest institutions of modern art. The original use of existing material, a practice that raises existential questions, makes the dress an interesting object of art.

Companies engaged in fashion, art or money, or a combination, we like to invite to this project.

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When the garment is almost finished, there will be a performance. We like to finish the garment in a shoppingwindow (the Bijenkorf).

The whole process of the preparation of the model, dress and show will take place on Saturday. The actual currency value per day will be displayed.

If the AIFW is over the object we want to exhibit in a gallery/museum.

Motivation: Fashion is the background of the artists. The inspiration for this project came from a dress by Alexander McQueen from 30.000,- euro in the last century. Wonderful to see and also, is it not very decadent? This gave me the idea to make a dress of banknotes. And now, in times of crisis it is the right time.

The dollar has long been a strong and reliable currency on the global economic. Since 11 September, it was shaken, with consequences for the whole world. By using the banknotes in a different way, we change the value of this paper.

We want to ask question about the concept of value. What makes something valuable, concrete in financial terms and in other respects.

Why is a Louis Vuitton bag worth more than a Dirk van den Broek bag (Dutch low price supermarket), or a bag of an unique designer bag? Is it image for uniqueness, is about beauty or the value for the material?

Who determines this? In the media we see that sometimes it goes well and other times not with the world economy. Obama says "the crisis is over", and the dollar rises again. We want to investigate whether the economy is based on emotion, and what is the power of thoughts and words? Are it the men/women in suits who call the shots?

Is it the money? What is ultimately real value, is that matter or are the intangibles such as working together, care for each other, beauty and love?

On the website we like to show weekly, what is the rate of the dollar, what is the value of the object that we are going to make and the reason which made the change. For us it is important to develop cooperation with a financial institution. To exchange knowledge, creativity and business knowledge. "To get the best out of both worlds" (Robert Palmer), equal and valuable with each other and with the world.

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The reason why we have chosen for presentation of AIFW, Bijenkorf, a bank and gallery/museum, is that we like to reach a large and diverse audience for our project.

Through the creation of this object we like a special and playful way to let people look at fashion, art, value and money.

Tongue in cheek, but also to give people food for thought...

It would be fantastic if the object could travel to institutes like libraries, banks, shops etc. Afterwards, the object can be auctioned or brought back to its original shape. Cradle to Cradle pure sang.

Brief Description of the artists

Saskia Dorsthorst:

From thoughts, theories that engaged me during the production process, the work will develop. I am working with various art forms. Fashion, textile and text is the common thread in my work, but in addition I also do installations, film, websites and performances. I am fascinated by folding techniques. Out of materials to create something, something completely fold together and when you fold it back you are back to square one ... or, at the starting shape.

I try to work as much as possible with straight forms,, so you can dismantling the garment back to the original shape. Such use of fabric you can see back in Dutch costumes.

Jorise de Jong, makes clothes that arises by molding. This is a technique where you do not start making a pattern, but a you drape fabric around a doll. She often combines materials with flexible wire causing pronounced playful shapes.

The challenge for us in the described project will be to create a garment in which the material and connection technology will determine the shape. Without cutting up the the notes trying to use tape, glue or small stitches and folds, we like to produce an unique garment/object not only a garment/object but encourages the people to think about it!