

**For Immediate Release**  
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**Visionary director of Copenhagen International Fashion Fair and Code Art Fair Kristian W. Andersen taps Los Angeles for second edition of art and fashion capsule, *Northwind***

**Honors curator and writer Neville Wakefield**

**Celebrates a shared creative culture in Copenhagen and Los Angeles of pushing boundaries in art and fashion**



Los Angeles, CA– Copenhagen International Fashion Fair (CIFF) and Code Art Fair director Kristian W. Andersen will present the second edition of CIFF’s innovative, roving capsule *Northwind* in Los Angeles honoring writer and curator Neville Wakefield. Established to spread CIFF’s vision for creativity beyond Copenhagen, *Northwind* in Los Angeles will focus on the synergies between fashion and contemporary art, reflecting a shared, cultural outlook among the creative communities in Los Angeles and Copenhagen – two influential centers for contemporary visual culture.

Wakefield, whose work pushes beyond traditional boundaries in art and fashion, will be honored at a private reception in Los Angeles for his role as artistic director of *Desert X*, a recurring site-specific, international contemporary art exhibition, which debuted last year to critical acclaim, attracting more than 200,000 visitors to the exhibition in the Coachella Valley, and for the upcoming re-launch of the Rudi Gernreich label, a first expression of which will be revealed in 2018.

“Fashion, art and design may each use a different vocabulary but they all speak the same language,” said Andersen. “*Northwind* is our statement on creativity. It reflects our belief that traditional barriers between creative disciplines belong to another era. For us, the connections between contemporary art and fashion are obvious so we use Code Art Fair, our contemporary art platform and CIFF, our fashion platform to explore those connections and push the boundaries. Our decision to honor Neville Wakefield is a reflection of the deep respect we have for his body of work to date. His ability to navigate seamlessly between various forms of creativity like fashion and design in addition to art sets him apart from many of his art world peers. Code Art Fair and Copenhagen International Fashion Fair are thrilled for this opportunity to celebrate a true art world visionary. And what better place to do this than in L.A., a city that shares so many cultural synergies with Copenhagen.”

"At the heart of the conversation between art and fashion is the idea that identity is shaped as much by what we see as how we are seen," said Wakefield. "For visionaries like Rudi Gernreich, this meant more than just hanging out with the artists of the day but transforming those ideas into living designs. More than half a century since that intermingling art and fashion are once again taking the lead in shaping Los Angeles’s current cultural Renaissance.”

*Northwind* successfully launched at Harvey Nichols' flagship store in London in October 2016. In its original incarnation, it represented CIFF's vision of the modern Scandinavian male's aesthetic expressed through carefully curated objects, blending both high and low, precious and accessible, spanning fashion, art, gastronomy, design and lifestyle.

### Code Art Fair

Code Art Fair is Europe's newest and most ambitious contemporary art fair. Based in Copenhagen, one of the world's most vibrant capitals, its focus is international with leading galleries and collectors from around the world taking part. Only in its second edition, it has already won the favors of some of the most important and demanding European collectors thanks to its fresh and inclusive approach. <http://www.codeartfair.dk/>

### Copenhagen International Fashion Fair (CIFF)

Copenhagen International Fashion Fair (CIFF) is the largest and longest-running fashion fair in Europe. Over the past five years, CIFF has become a major bi-annual destination for the international fashion industry. Along the way, it has reinvented the trade show concept and earned the reputation for being one of Europe's most dynamic and innovative sales platform. Under the direction of Kristian W. Andersen, CIFF has grown from regional trade fair to international fashion hub and showcase for the industry's most directional and forward-thinking brands. Through a unique curatorial approach, creative collaborations and an unfailing eye for spotting and nurturing emerging design talent, Andersen has transformed CIFF into a beacon for the design industry. <http://ciff.dk/>

**CIFF F/W 18-19 will take place January 31–February 2, 2018.**

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**Neville Wakefield** records, documents and shapes the culture he lives in. As a creative director, writer, curator and commentator on contemporary art and culture, he combines objects, images, action and thought into provocative syntheses. Neville has served as the senior curatorial advisor for MoMA PS1 and curator of Frieze Projects. He served as creative director for Tar Magazine and for Playboy's special projects / A-Z Edition and March 2016 Re-Launch. Commercially, he was the global curator for Nike's Flynit Line, the designer of limited edition luggage for Rimowa and has commissioned skateboard decks for Supreme. Recent curatorial projects include *Somas Libres* in collaboration with Mario Testino with iterations in Italy and Peru; founding *Elevation 1049*, a site-specific biennial in Gstaad, Switzerland, and serving as artistic director of the recurring site-specific, international contemporary art exhibition *Desert X*, which was presented for the first time in 2017 at sites across the California desert. Current projects include the re-launch of the iconic Los Angeles-based Rudi Gernreich label to be completed in 2018.

**Kristian W. Andersen** is Director & Creative Director of Copenhagen International Fashion Fair (CIFF) and Code Art Fair. With over two decades of experience in all aspects of fashion brand and retail management including as co-founder and CEO of critically acclaimed directional brand "annhagen a/s", he possesses a unique combination of industry experience and a deep understanding of the cultural forces that shape it. As a result, Andersen has transformed the commercial fashion fair into a business model relevant for the 21st century. His experience extends beyond the fashion industry to include a previous culinary venture with three Michelin-starred chef Rasmus Kofoed. Through Code Art Fair and CIFF, he continues to explore the cultural and commercial synergies between fashion, art, gastronomy and design by fostering opportunities for artists and designers to collaborate and express their creativity in new ways.

Images from left: Dennis Hopper, *Leon Bing in Rudi Gernreich Dress*, 1966, © Dennis Hopper, Courtesy of The Hopper Art Trust; *Desert X* installation view of Doug Aitken *Mirage* 2017, photo Dakota Higgins, courtesy *Desert X*.

**For further information, to request images and schedule interviews, please contact**

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