

MEDIA RELEASE
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FASHFEST GETS HYPER REAL AT THE NGA POP UP PARADE

On 23 September FASHFEST is transforming the National Gallery of Australia's foyer into a runway of *Hyper Real*-inspired clothing by some of this year's most innovative designers. *FASHFEST Vs Hyper Real* sees Canberra's biggest fashion event FASHFEST draw inspiration from the weird, wonderful and uncanny artworks in the NGA's upcoming summer blockbuster, *Hyper Real*, in a pop up parade. It is also a sneak peek to what FASHFEST will roll out this year on the red-carpet from 28 to 30 September.

Opening 20 October, *Hyper Real* charts the evolution of hyperreal sculpture since the early 1970s through a jaw-dropping display of renderings of the human form in sculpture, video, digital art, virtual reality and bio-art. The exhibition magnifies the traditional understanding of hyperrealism beyond the illusion of ultra-realistic human skin by inviting visitors to experience digital simulations, online existence, and virtual reality.

FASHFEST is a stunning three-day fashion experience, cultivating modern, emerging and established fashion design and creative talent on Australia's capital stage for all the world to see.

The *FASHFEST vs Hyper Real* pop up event will turn the NGA's escalators into two towering runways. At least six fashion designers will explore *Hyper Real's* representation of humanity amplified, sending out models dressed in an eclectic range of fashion, including massive hand-stitched gowns and colourful pieces commanding attention.

FASHFEST vs Hyper Real fashion pop up at the NGA begins 1pm on 23 September. It's free but registrations are a must with capacity limited to 100 people. Register via nga.gov.au/calendar or click [here](#).

FASHFEST 2017 at the National Convention Centre, 28 to 30 September, with two shows a night.
www.fashfest.com.au

Hyper Real opens 20 October until 18 February. Tickets available via Ticketek.

MEDIA ENQUIRIES

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