

Barbie®

A CULTURAL ICON EXHIBITION

SIXTY YEARS OF FASHION AND INSPIRATION



BARBIE™ and associated trademarks and trade dress are owned by, and used under license by, Mattel. © 2023 Mattel.

EXHIBITION PRODUCER & COLLABORATORS



ILLUSION PROJECTS INC.

Illusion Projects is a highly acclaimed design and fabrication company, skilled in creating custom props ranging from intricate devices to full-scale productions. From London's West End to Broadway to Las Vegas,

Illusion Projects has produced innovative solutions for clients in over 20 countries around the world. Their creations have been featured in museums, exhibits, theme parks, corporate events and stadium spectacles. Illusion Projects expertise has been sought out to solve unique production challenges for industry leaders in the corporate world including Audi, Intel, Red Bull, Feld Entertainment, and Cirque du Soleil.

KARAN FEDER, Curator

Karan Feder is a leading expert in the field of performance costume history, preservation, and exhibition. She is an experienced museum professional with expertise in developing and executing compelling costume and fashion exhibitions.

Feder is known for her instrumental contributions to developing the costume & textile collection at the Nevada State Museum, Las Vegas. The unique archive is recognized as one of the most significant museum collections of cabaret costumes in the world.

Feder has held curatorial posts at notable institutions and is a frequent lecturer and consultant in the fields of costume history and fashion history.

MATTEL INC.

Mattel is a leading global toy company and owner of one of the strongest catalogs of children's and family entertainment franchises in the world. Mattel engages consumers through their portfolio of iconic brands, including Barbie, Hot Wheels, Fisher-Price, American Girl, Thomas & Friends, UNO, Masters of the Universe, Monster High and MEGA, as well as other popular intellectual properties that they own or license in partnership with global entertainment companies. Their offerings include film and television content, gaming and digital experiences, music, and live events. Mattel operates in more than 35 locations and their products are sold in more than 150 countries in collaboration with the world's leading retail and ecommerce companies. Mattel's purpose is to empower the next generation to explore the wonder of childhood and reach their full potential. Mattel's mission is to create innovative products and experiences that inspire, entertain and develop children through play.

DAVID PORCELLO COLLECTION

Collector, David Porcello, has been passionate about fashion and history from a young age. Today, his interests are best expressed in his significant collections of vintage fashion, fashion accessories, and Mattel Barbie Dolls. David, a member of the Costume Society of America, contributes his expertise in these fields to public and private enterprises including the Nevada State Museum, Las Vegas and the traveling exhibition, **Barbie: A Cultural Icon Exhibition**.



Barbie

“ALWAYS
REPRESENTED
THAT A
FACT WOMAN
HAS
CHOICES”

Ruth Handler
FOUNDER OF BARBIE

BARBIE™ and associated trademarks and trade dress are owned by, and used under license by, Mattel. © 2023 Mattel.

Barbie: A Cultural Icon Exhibition takes visitors from 1959 to the present day, showcasing an evolution of fashion and societal changes through Barbie, a children's toy doll created to empower and delight young girls. A true reflection of culture, notably through Barbie's fashion trends and career choices, there's no other object like Barbie that can serve as such an iconic time capsule from the past and a cheerleader for women everywhere today.

Covering six decades of the toy's history, visitors will explore a world of Barbie fashion history. The exhibition is created for everyone and has been enjoyed by multiple generations offering moments of nostalgia, delight, and inspiration to all ages.

BARBIE™ and associated trademarks and trade dress are owned by, and used under license by, Mattel. © 2023 Mattel.



EXHIBITION SPECIFICATIONS

Turnkey exhibition includes:

- Objects and artifacts
- Display cases
- All interpretation, objects labels, and graphic panels (in English)
- A/V media and hardware
- Photo ops and interactives
- Shipping crates
- Set-up/tear-down technician lead
- Usage rights for the Barbie brand, limited
- Custom merchandise
- Pink Carpet and special event supplies

Venue Requirements

Secure gallery with 5,000 - 9,000 square feet

Logistical Considerations

Freight: 2 trailers by land (venue pays inbound)
Set-up: 7 days / Tear-down: 5 days

BARBIETM and associated trademarks and trade dress are owned by, and used under license by, Mattel. © 2023 Mattel.



Key Objects

60 years of Barbie with 250 dolls, outfits, and accessories

The original 1959 Barbie with her 12 original ensembles

The original Barbie Dreamhouse

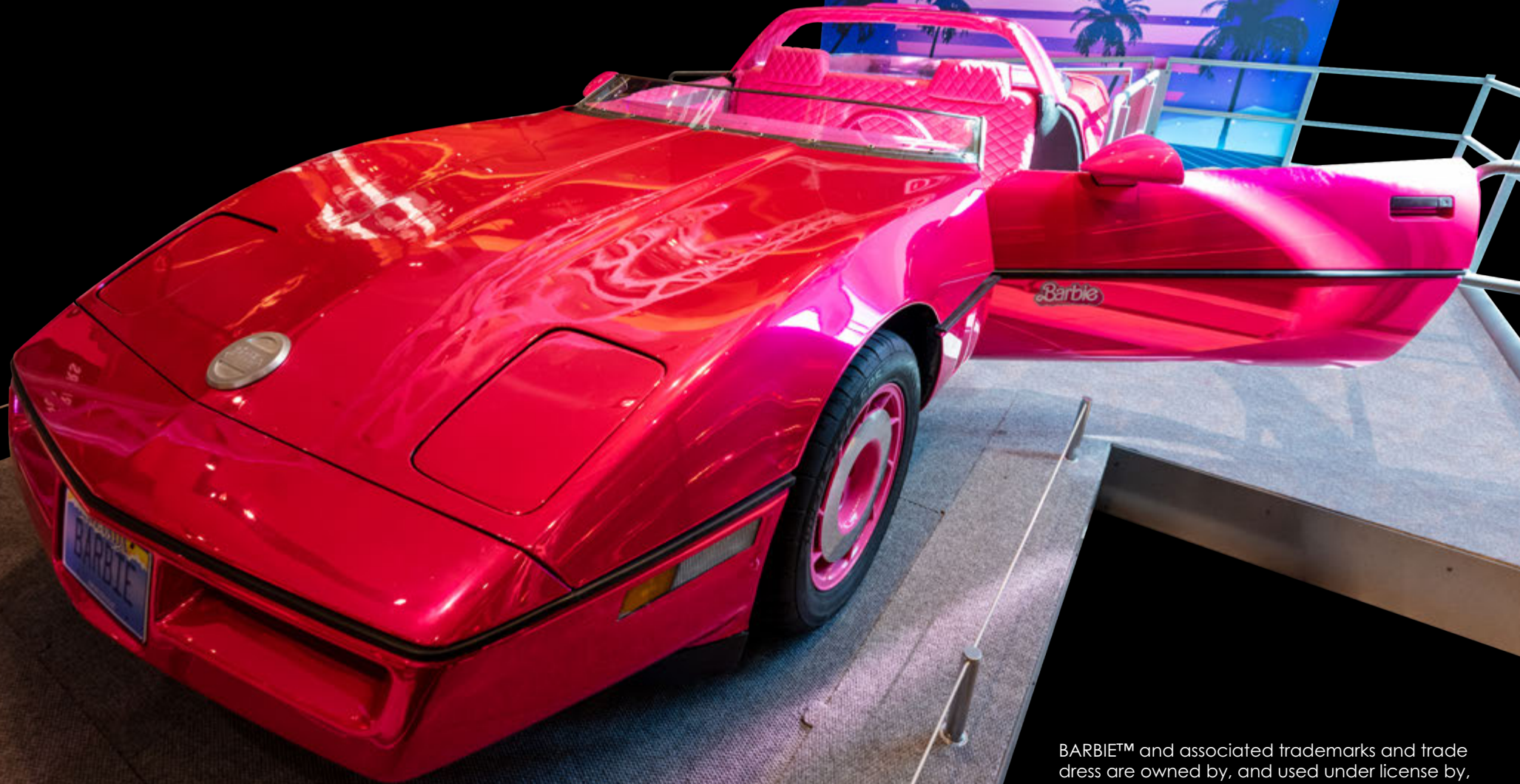
Full size 1984 Corvette in mirror pink

Andy Warhol's Barbie, Portrait of BillyBoy (facsimile)



Key Experiences & Interactives

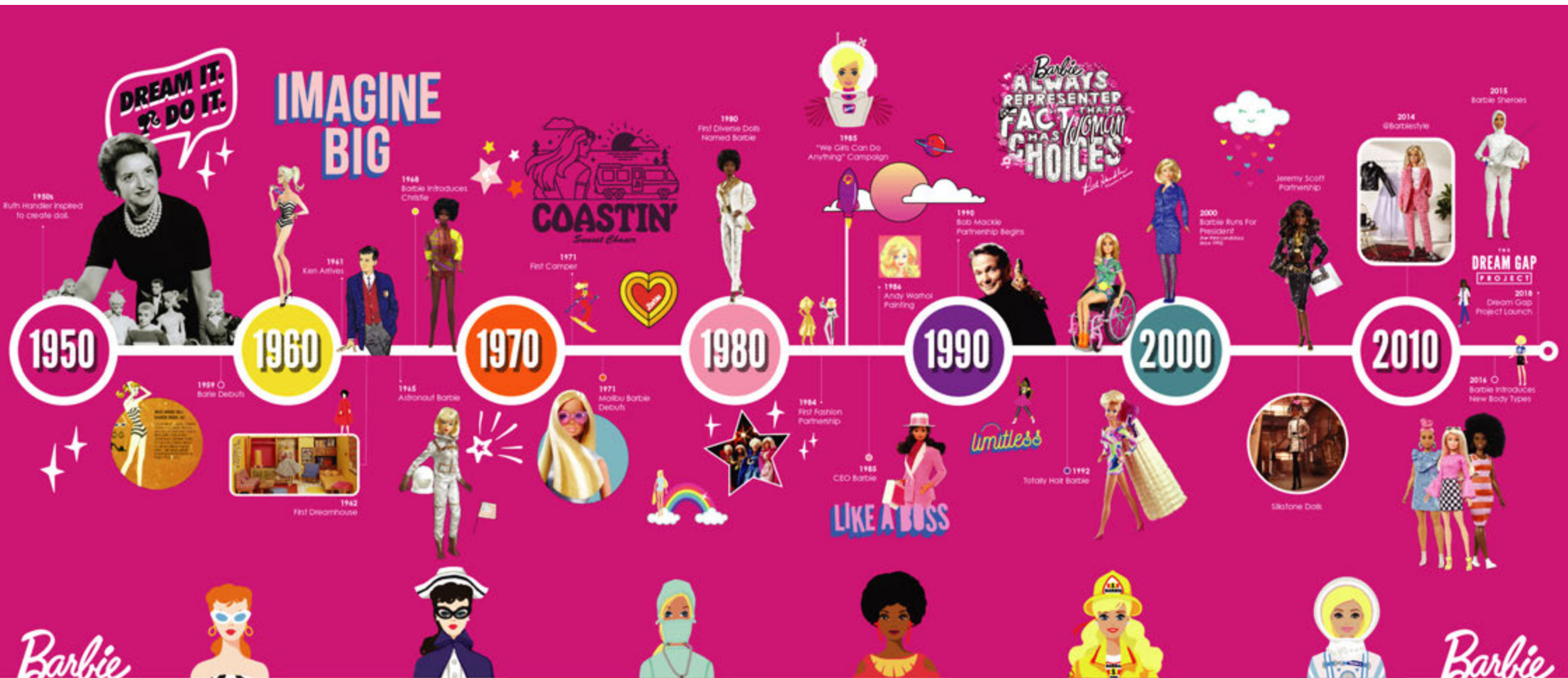
Corvette photo op
Barbie's Dreamhouse photo op
"Behind the Seams" Barbie prototyping experience
Video interviews and original video advertisements
Barbie Box promotional photo op for Barbie and Ken



BARBIE™ and associated trademarks and trade dress are owned by, and used under license by, Mattel. © 2023 Mattel.

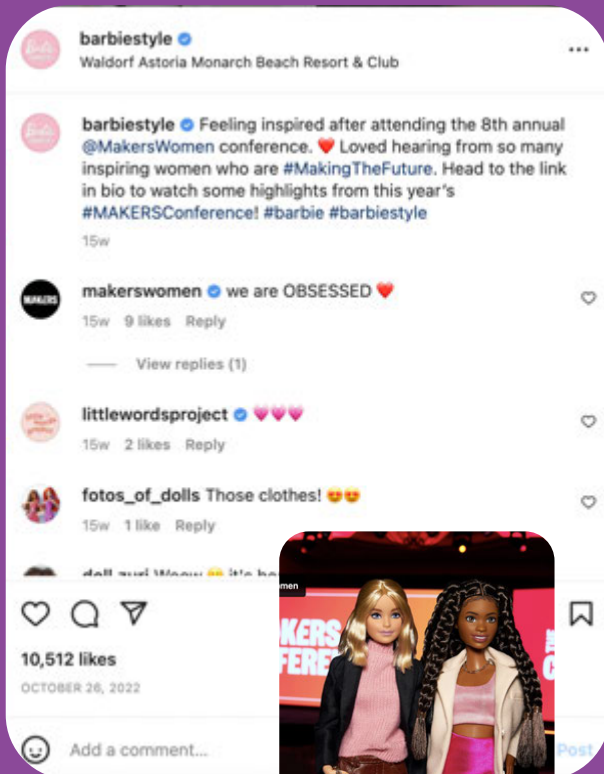
60 YEARS OF BARBIE

INSPIRING
GIRLS SINCE
1959



@BARBIESTYLE

With over 2 million followers, @barbiestyle shared snapshots of the world from Barbie's perspective - from fashion and beauty to championing social change. Whether she's in the front row at the awards shows, or promoting female founders and leaders, Barbie has solidified her role as a tastemaker and advocate.



THE DREAM GAP PROJECT

Barbie™



BARBIE™ and associated trademarks and trade dress are owned by, and used under license by, Mattel. © 2023 Mattel.

THE MOST DIVERSE DOLL LINE

Barbie recognizes the importance of representation and is committed to continuing to better reflect the world kids see today. Children's early experiences shape what they imagine to be possible. It's important for them to see themselves reflected in product and content and to be exposed to different skin tones, hair types, and disabilities.

Today, Barbie is the most diverse and inclusive doll line in the world with 35+ Skin Tones, 94+ Hairstyles, and 9 Body Types.







Barbie

A CULTURAL ICON EXHIBITION

SIXTY YEARS OF FASHION AND INSPIRATION

Barbie®: A Cultural Icon honors sixty years of fashion and inspiration, showcasing how Barbie® is more than just a doll; she is a cultural icon.

The exhibition was created by Ilusion Projects and curated by costume historian Karan Feder, in collaboration with Mattel. Feder is the author of *Barbie Takes the Catwalk: A Style Icon's History in Fashion*. She developed the exhibition narrative and selected historic Barbie® doll fashions and archival life-size clothing. Throughout the exhibition also appear life-size garments from the fashion design collection of Phoenix Art Museum.

David Porcello Barbie Collection

The majority of artifacts displayed in Barbie®: A Cultural Icon are from the David Porcello Barbie Collection. At just six years of age, David met Barbie® and fell in love with her fashionable wardrobe. Porcello's collection honors the artistry of the fashion designers responsible for bringing the Barbie® doll to life.

©2024 Mattel

Barbie®: A Cultural Icon rinde homenaje a sesenta años de moda e inspiración, mostrando cómo Barbie® es más que una simple muñeca; es un ícono cultural.

La exposición fue creada por Ilusion Projects y curada por la historiadora de vestuario Karan Feder, en colaboración con Mattel. Feder es la autora de *Barbie Takes the Catwalk: A Style Icon's History in Fashion*. Desarrolló la narrativa de la exposición y seleccionó la moda histórica de la muñeca Barbie® y prendas de archivo de tamaño real. A lo largo de la exposición también aparecen prendas de tamaño real de la colección de diseño de moda de Phoenix Art Museum.

La Colección Barbie de David Porcello

La mayoría de los objetos mostrados en Barbie®: A Cultural Icon son de la Colección Barbie de David Porcello. Con tan solo seis años, David conoció a Barbie® y se enamoró de su moderna guardarraya. La colección de Porcello rinde homenaje al arte de los diseñadores de moda responsables de darle vida a la muñeca Barbie®.

©2024 Mattel

Local Exhibition Sponsors | Patrocinadores locales de la exposición

The Phoenix premiere of Barbie®: A Cultural Icon is made possible through the generosity of

La premiere en Phoenix de Barbie®: A Cultural Icon es posible gracias a la generosidad de

THE OPATRYNY FAMILY FOUNDATION



Barbie®: A Cultural Icon was created by Ilusion Projects and curated by costume historian Karan Feder, in collaboration with Mattel. The exhibition's presentation at Phoenix Art Museum is coordinated by Heen Jean, the Jacque Danne Curator of Fashion Design.

All exhibitions at Phoenix Art Museum are underwritten by the Phoenix Art Museum Exhibition Endowment Fund, founded by the Opatryny Family Foundation with major support provided by Joan Cremin.

Barbie®: A Cultural Icon fue creada por Ilusion Projects y curada por la historiadora del vestuario Karan Feder, en colaboración con Mattel. La presentación de la exposición en Phoenix Art Museum es coordinada por Heen Jean, la Jacque Danne Curadora de Diseño de Moda.

Las exposiciones en Phoenix Art Museum son financiadas con el apoyo del Endowment Fund del Phoenix Art Museum, fundada por la Opatryny Family Foundation, un importante apoyo financiero proporcionado por Joan Cremin.



Beautiful exhibit, excellent research – Karan Feder is a talented and respected curator – and the production is beautifully executed. The project is thoughtfully designed and modular so it can accommodate a variety of spaces, but most importantly the history is accurately defined. I strongly recommend the show.

Helen Jean,

*Jacquie Dorrance Curator of Fashion Design
Phoenix Art Museum*





BARBIE #1

// Programming has been great—many fabulous designers have worked with the Barbie brand. People love the show and word-of-mouth has been wonderful. It is a surprisingly thoughtful show that appeals to all ages—really. //

Tim Rodgers,

*Nanette L. Laitman Director
museum of arts and design*



MALIBU
Barbie

INTERNATIONAL

As the world became more interconnected through technology and travel, young Americans embraced multiculturalism. They borrowed handmade styles from non-Western cultures in their quest for authenticity—even rejecting mass-produced, ready-made clothing.

INTERNACIONAL

A medida que el mundo se volvió más interconectado a través de la tecnología y los viajes, los jóvenes estadounidenses adoptaron el multiculturalismo. También prefirieron estilos hechos a mano de culturas no occidentales en su búsqueda de autenticidad—rechazando incluso la ropa confeccionada producida en masa.

PRAIRIE

Prairie women inspired early 20th-century fashion, and their style was embraced by young Americans. They borrowed handmade styles from non-Western cultures in their quest for authenticity—even rejecting mass-produced, ready-made clothing.

LA PRADEA

Las mujeres de la pradera inspiraron la moda de principios del siglo XX. Los jóvenes estadounidenses adoptaron estilos hechos a mano de culturas no occidentales en su búsqueda de autenticidad—rechazando incluso la ropa confeccionada producida en masa.



LA REINA DEL BAILE

Brillando con lentejuelas, Superstar Barbie® estaba lista para bailar en la pista de baile de la disco.

La música disco fue hecha para bailar. Comenzó en los clubes de Nueva York, como "Studio 54", y se convirtió en un fenómeno mundial. Las chicas de la disco querían vestirse como las chicas de la disco—con colores brillantes y diseños llamativos. Superstar Barbie® estaba lista para bailar en la pista de baile de la disco.



Ken

KEN ARRIVES

Letters poured in from Barbie's fans hoping to fix her up. In 1961, Ken entered the scene wearing red swim trunks and the barest hint of a smile. He became Barbie's supportive boyfriend, ready to accompany her anywhere from the beach to black-tie balls.



CAREERS 1960s

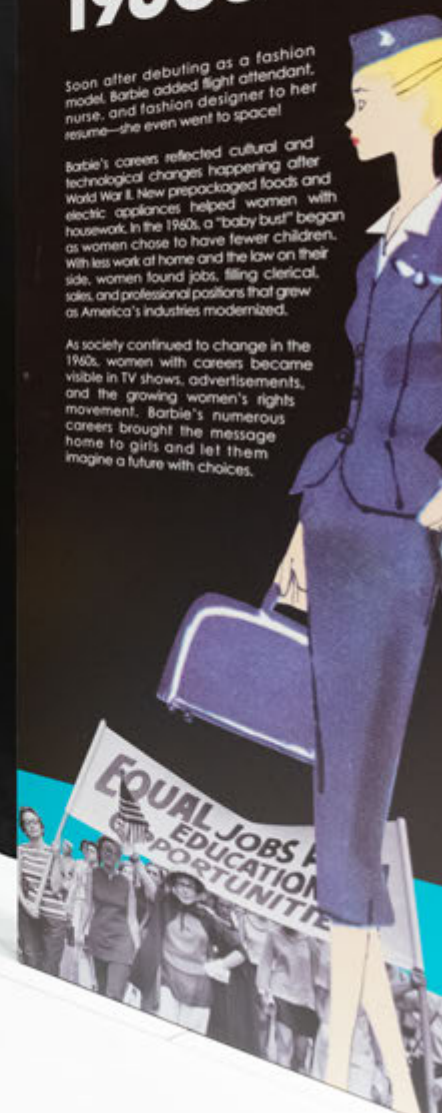


CAREERS 1960s

Soon after debuting as a fashion model, Barbie added flight attendant, nurse, and fashion designer to her resume—she even went to space!

Barbie's careers reflected cultural and technological changes happening after World War II. New prepackaged foods and electric appliances helped women with housework. In the 1960s, a "baby bust" began as women chose to have fewer children. With less work at home and the law on their side, women found jobs, filling clerical, sales, and professional positions that grew as America's industries modernized.

As society continued to change in the 1960s, women with careers became visible in TV shows, advertisements, and the growing women's rights movement. Barbie's numerous careers brought the message home to girls and let them imagine a future with choices.





“ Barbie: A Cultural Icon has been a tremendous hit at TELUS Spark Science Centre. The cultural and historical impacts the exhibition portrays where Barbie has either led the way or captured the social and cultural pulse of society over the decades has resonated amazingly across all ages. ”

Kyle Corner,

*Director of Creative Experience
TELUS Spark Science Centre*



SPACE AGE

As the first astronauts and satellites launched into outer space, metallic minis and ultramodern jumpsuits entered Barbie's orbit.

Space travel captured the imaginations of fashion designers and during the "Space Age" of the 1960s - They experimented with high-tech materials like mylar and vinyl to create shimmering, streamlined attire ready for the world of tomorrow.



A FASHION REVOLUTION

The shortest skirt in history was designed for the consumer that brought her back to the future. Young people were looking for a new look and a new way to express themselves.

Mini

Young designers like Mary Quant and Twiggy brought a new look to the fashion world. The mini skirt was a symbol of the new woman, one who was confident and independent.





BOB MACKIE

The Barbie-collecting craze took off in the early '90s due to the rise of online shopping and the introduction of limited-edition Barbie partnership dolls.

In 1990, Bob Mackie—the fashion designer behind the glamorous, theatrical costumes worn by Cher and other entertainers—became the first to collaborate with Barbie on a special collector doll. Since then, they've created over 50 collectible dolls, including Lady Liberty, Madame Du Barbie, and Gold Barbie. Barbie and Bob Mackie continue their collaboration to this day!

International Beauty

The International Beauty Collection is designed to celebrate worldwide beauty in the dramatic fantasy style of Bob Mackie.





Yellow wall section featuring a red and blue plaid bench, a framed picture, and a 'STATE' pennant.

Black cylindrical pedestal holding a dollhouse.

Black wall section featuring a 'Ken' logo and a portrait.

Pink television set on a yellow stand.

Pink wall section featuring a 'CAREERS 1960s' display with mannequins in various outfits, including a astronaut suit.

BOOKING INFO

Contact

Illusion Projects Inc.
info@illusionprojects.com
+1 725-253-2588

Dala Projects
hello@dalaprojects.com
dalaprojects.com/exhibitions/barbie

The exhibition is curated and toured by Illusion Projects Inc. in partnership with Mattel Inc.



BARBIE™ and associated trademarks
and trade dress are owned by, and
used under license by, Mattel.
© 2023 Mattel.

