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Ressort: Kunst, Kultur und Musik

Fashion meets Opera

Vienna State Opera, 02.05.2025 [ENA]

On April 29, 2025, the Vienna State Opera transformed into a vibrant beautiful nexus of fashion and music, hosting the much-anticipated 'Fashion meets Opera' event. This unique fusion of a fashion show and clubbing experience showcased the creative synergy between emerging designers and classical artistry, offering attendees an unforgettable evening of style and sound.

The event commenced on the grand staircase of the Vienna State Opera, where students from KunstModeDesign Herbststrasse presented their collections. Drawing inspiration from Mozart's *Così fan tutte*, the designers reimagined operatic themes through contemporary fashion. The models, adorned in these innovative creations, navigated the staircase-turned-runway, bringing a fresh perspective to classical motifs. Complementing the visual spectacle was a dynamic musical performance. Saxophonist and DJ Aaron Hader provided live electronics, infusing the atmosphere with modern rhythms, while the Vienna State Opera's stage orchestra offered musical interludes that bridged the gap between tradition and innovation.

This collaboration created an immersive experience, where fashion and music coalesced seamlessly. Following the fashion show, the event transitioned into the 'Drinks & Strings' after-party. For the first time, the opera's state rooms opened their doors for a clubbing event, inviting young adults to dance, socialize, and explore the historic venue in a new light. With a 360° camera capturing memorable moments and a selection of drinks and snacks, the after-party extended the evening's celebration of creativity and community.

The event unfolded across the opulent spaces of the opera house, including the grand staircase (Feststiege), Mahlersaal, and the Galerie Rundgang, providing a majestic backdrop for the evening's festivities. Approximately 40 emerging designers from KunstModeDesign Herbststraße presented collections inspired by *Die Zauberflöte*, not as traditional costumes but as avant-garde fashion pieces that captured the opera's essence without adhering strictly to its narrative constraints.

Each designer offered a unique interpretation of the opera's themes, characters, and motifs. The collections showcased a spectrum of creativity, from ethereal gowns reflecting the mystical qualities of the Queen of the Night to bold ensembles embodying the journey of Tamino. The designers employed a variety of materials and techniques, demonstrating a profound understanding of both fashion design and the opera's

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rich symbolism. The evening was not solely a visual feast; it was a multisensory experience. Composer and vocalist Nastasja Ronck provided live electronic compositions and vocals, creating an atmospheric soundscape that complemented the visual presentations.

The Bühnenorchester der Wiener Staatsoper added a layer of classical resonance, bridging the gap between the contemporary designs and the opera's musical heritage. Later in the evening, DJ Ume energized the after-show party, ensuring the celebration continued into the early hours. The choreography, orchestrated by Kopeinig Janosch and Doreen Jahn, was meticulously crafted to enhance the presentation of each collection. Models navigated the grand staircase and surrounding areas with grace, their movements synchronized with the accompanying music, creating a harmonious blend of motion and melody. The staging allowed the audience to appreciate the intricate details of each design while immersing themselves in the overall ambiance of the event.

"Fashion Meets Opera" also served as a platform to engage a younger audience with the world of opera and high fashion. By integrating contemporary design with classical music in a dynamic setting, the event broke down traditional barriers and invited a diverse audience to experience the opera house in a new light. This initiative aligns with the Vienna State Opera's ongoing efforts to make opera more accessible and appealing to younger demographics. 'Fashion meets Opera' exemplified the Vienna State Opera's commitment to engaging new audiences and fostering emerging talent. By blending classical elements with contemporary expressions, the event not only honored the institution's rich heritage but also embraced the evolving landscape of art.

In conclusion, 'Fashion meets Opera' was more than an event; it was a celebration of creativity, collaboration, and the enduring relevance of classical art forms in modern society. It left attendees inspired and eager for future intersections of fashion and opera. "Fashion Meets Opera" was a resounding success, showcasing the immense talent of emerging designers and the enduring relevance of classical music in contemporary culture. The event exemplified how traditional institutions like the Vienna State Opera can innovate and adapt, creating experiences that honor the past while embracing the future. As the final notes faded and the last models exited the stage, the audience was left with a profound appreciation for the harmonious fusion.

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