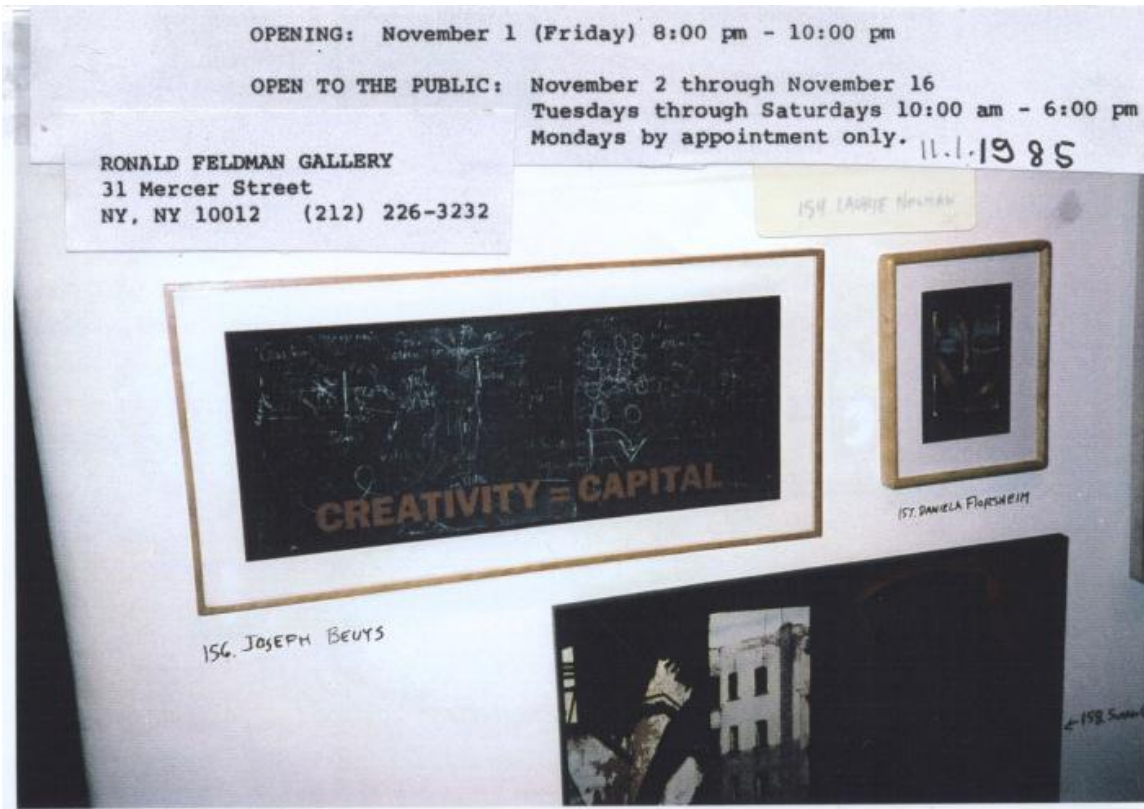


Daniela Flörsheim exhibited in "Fashion Moda Benefit at Ronald Feldman Gallery, Soho, November 1-16, 1985".



Ausstellung bei Feldman Gallery n. y. 1985

Joseph BEUYS 156 Creativity-Capital, silkscreen & lithograph \$75



NAME	TITLE & DATE	MEDIUM & SIZE	PRICE	1
Daniela Florsheim	Series: Faces No. 9, July 1985	aquarel, 12" x 9"	\$200	\$

Founded in 1978 by Stefan Eins, Fashion Moda quickly became an important voice in the art world during the late 70's to mid-80's. Defining itself as a concept and its South Bronx location as Museum of Science, Art, Invention, Technology, and Fantasy, Fashion Moda crossed boundaries, mixed metaphors, which helped to redefine the function of art in then a post-modernist society.

Featuring such artists as Keith Haring, David Wojnarowicz, Jenny Holzer, Mark Kostabi, Joe Lewis, John Ahearn, Kenny Scharf and graffiti artists like Richard Hambleton, Koor, Crash, Daze, Spank and many others, Fashion Moda was a major force in establishing new venues. Its South Bronx location allowed Fashion Moda with the freedom to explore the question "What is art?" and "Who defines it?" Mostly funded by grants from the NEA, NYSCA and other, outside money, the space encouraged the production of art that was not hamstrung by the contemporary art market and by academic art training.

As such, it was a center where many downtown and local South Bronx artists, writers, and performance artists first displayed their works and workshopped their ideas. It was closely tied to the global emergence of Hip Hop. Fashion Moda closed its South Bronx location in 1993. However it continues in concept. Artforum: "Fashion Moda has been around forever. "

Abstract taken from the Fashion Moda Archive

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Collection processed by Processed by Amber Creger, March - November 1999 and reviewed by Stefan Eins, April - September 2000. Additional media processing by Brent Phillips, 2005-2006 and Luke Martin and Brent Phillips, 2008.

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