



CURRICULUM GUIDE
GRADES 9-12



OSCAR DE LA RENTA

OCT. 3, 2015 - DEC. 31, 2015

WITH SUPPORT FROM **WWD**

SCAD: The University for Creative Careers

The Savannah College of Art and Design is a private, nonprofit, accredited university conferring bachelor's and master's degrees at distinctive locations to prepare talented students for professional careers. SCAD offers degrees in more than 40 majors, as well as minors in more than 60 disciplines. With 32,000 alumni worldwide, SCAD demonstrates an exceptional education and unparalleled career preparation.

At locations in Savannah and Atlanta, Georgia; in Hong Kong; in Lacoste, France; and online through SCAD eLearning, the diverse student body consists of more than 12,000 students, from across the United States and over 100 countries. SCAD's innovative curriculum is enhanced by advanced, professional-level technology, equipment and learning resources. Curricular collaborations with companies and organizations including Google and the National Council of Architectural Registration Boards (NCARB) affirm the professional currency SCAD champions in its degree programs.

The university, students, faculty and alumni have garnered acclaim from respected organizations and publications worldwide including four consecutive years of No. 1 rankings for the undergraduate interior design program by DesignIntelligence and, in 2015, ranking among the top ten universities in the Americas and Europe by Red Dot, and the No. 1 graduate fashion program in the U.S. as determined by Business of Fashion.

Table of Contents

About SCAD FASH	1
About the Designers	2
About the Exhibition	4
About the Curriculum Guide	7
9th through 12th Grade	
Exercise 1 - Connecting	8
Exercise 2 - Responding	10
Exercise 3 - Creating	12
Exercise 4 - Presenting	14
Glossary of Terms	16
Citations	17
Related SCAD Programs of Study	18
Sketches and Notes	21
Museum Map	24
Current and Upcoming Exhibitions	25



SCAD
FASH

MUSEUM OF FASHION

About SCAD FASH

SCAD FASH celebrates fashion as a universal language, garments as important conduits of identity, and film as an immersive and memorable medium. Situated within the SCAD Atlanta campus at 1600 Peachtree St., the museum focuses on the future of fashion design, connecting conceptual to historical principles of dress — whether ceremonial, celebratory or casual — and welcomes visitors of all ages to engage with dynamic exhibitions, captivating films and educationally enriching events.

Fortified by the university's strong global presence and worldwide connections to renowned contemporary fashion designers, filmmakers and creative professionals, SCAD FASH is an integral part of the SCAD educational experience.

Like the award-winning SCAD Museum of Art, SCAD FASH serves as a teaching museum and creative resource for students of all ages and a wellspring of inspiration for visitors. Through programming that engages the university's broad array of academic disciplines — encompassing more than 40 majors and 60 minors — SCAD FASH offers a diverse, year-round program of exhibitions, films, installations, performances and events

that enliven and inspire SCAD students and the greater community. Every program is designed to engage and appeal to visitors with varied backgrounds and interests, from textiles and jewelry to photography and film.

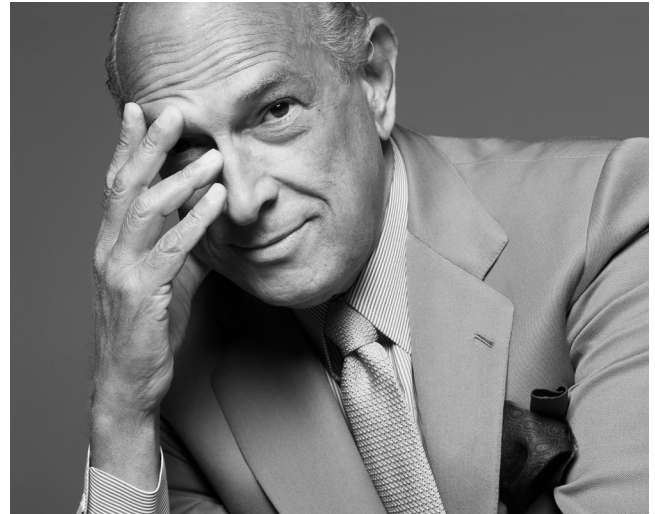
Within nearly 10,000 square feet of elegant and adaptable exhibition space, SCAD FASH brings a distinct schedule of fashion-focused exhibitions and compelling films to the heart of Midtown Atlanta. In addition to gallery talks, lectures, film screenings and exclusive opportunities for museum members, SCAD FASH is an international stage for student and alumni design showcases, fashion shows and exhibitions.

Throughout the year at each of its locations around the world, SCAD hosts a spectacular lineup of thought-provoking, star-studded events that place art and design education front and center. SCAD FASH continues this rich tradition by affording students and professors across all disciplines the opportunity to celebrate works of wearable art and remarkable filmmaking, and to interact with the renowned and emerging professionals who create them.

Oscar de la Renta

Custom velvet and duchesse satin evening dress, worn to the “Charles James: Beyond Fashion” Metropolitan Museum of Art Costume Institute Gala, May 2014. Loan: Sarah Jessica Parker, New York City

About the Designers



Oscar de la Renta

Oscar de la Renta's story begins on July 22, 1932, in the Dominican Republic, where he grew up surrounded by his six older sisters, mother and grandmother. De la Renta's mother, María Antonia, was an ardent supporter of her son's artistic talents and encouraged him to pursue his desire to study painting in Spain. At the age of 18, he moved to Madrid to attend the Real Academia de Bellas Artes de San Fernando.

As a student, de la Renta immersed himself in the culture of Spain and, to make extra money, took up fashion sketching. His talent and appreciation for fashion soon found him working for one of the greatest couturiers of all time, Cristóbal Balenciaga. With his sights set on Paris, de la Renta requested a transfer to the designer's Parisian salon, but was denied. He decided to make the move on his own.

Once in Paris, de la Renta found employment at Lanvin with Spanish designer Antonio del Castillo, whose impeccably made garments adorned the city's high-society ladies. After two years under Castillo's tutelage, de la Renta decided to leave Europe altogether. In 1963, he arrived in New York, where the fashion industry was heavily influenced by Parisian design, and was quickly hired by Elizabeth Arden.



Peter Copping

By 1965, de la Renta had his own label and, in 1967, his collection “The Road of Spices” earned him his first Coty Award, the prestigious recognition conferred upon designers for their significant contribution to fashion. This was only the beginning of de la Renta’s ascent as a designer. His remarkable legacy transcends even the fashion empire he built through the relationships he made. Many of the dresses included in this exhibition were lent by de la Renta’s friends and loyal clientele.

Beyond his work as chairman of Oscar de la Renta LLC, he was a tireless patron of the arts. De la Renta served on the Boards of Trustees for Carnegie Hall, the Metropolitan Opera Guild, New Yorkers for Children and the Americas Society. He was also a dual citizen of the U.S. and the Dominican Republic, where he served as ambassador-at-large.

Raised in Oxford, England, Peter Copping moved to London at the age of 18 to study fashion design at Central Saint Martins. Next, he received his graduate degree from the Royal College of Art, during which time Copping was invited to work for Christian Lacroix in Paris, his first studio experience in high fashion. Copping then accepted a position at Sonia Rykiel, which would prepare him for a 12-year tenure at Louis Vuitton, where he oversaw the women’s ready-to-wear collection as studio director under Marc Jacobs.

In 2009, Copping joined Nina Ricci as artistic director. There, he spent five years finessing the house’s legacy of supreme femininity and romance. For his work at Nina Ricci, Copping received a Fashion Group International Fashion Star award in 2014.

In October of 2014, Copping was appointed creative director of Oscar de la Renta. Handpicked by de la Renta before his passing, Copping is responsible for setting the design direction across all product categories in the New York-based company, with Fall 2015 marking his first collection for Oscar de la Renta.

About the Exhibition

SCAD FASH proudly presents “Oscar de la Renta” as the new museum’s inaugural exhibition. “Oscar de la Renta” celebrates the illustrious life and designs of the storied couturier whose work set the standard for timeless elegance. It also introduces the work of Peter Copping, the talented designer personally selected by Oscar de la Renta to lead the iconic brand forward.

This momentous exhibition features more than 60 garments, many designed exclusively for de la Renta’s closest friends and family. Known as “the sultan of chic,” de la Renta dressed such Hollywood A-listers as Oprah Winfrey, Nicole Kidman, Sarah Jessica Parker and Taylor Swift, as well as former First Lady Laura Bush. Additionally, a stunning selection of new looks from

Copping’s Fall 2015 show are incorporated, highlighting the future direction of the fashion house.

The exhibition also includes “Ovation for Oscar,” a SCAD-commissioned short subject documentary that premiered at the Marché du Film at the Cannes Film Festival in May 2015. Created by SCAD alumni and students, the film provides an intimate account of the making of a major museum exhibition honoring the designer, artist and cultural icon.

“Oscar de la Renta” is curated by Laurie Ann Farrell, executive director of SCAD museums and exhibitions.

Oscar de la Renta
Embroidered cotton wedding gown, 2010. Loan: Miranda Brooks, New York City





About the Curriculum Guide

SCAD curriculum guides provide exercises based on National Core Arts Standards and are designed to support educators, both within the museum's exhibition spaces and in the classroom. The guides create engaging learning experiences, enhancing understanding of art through investigations that reveal relevant personal, historical and cultural connections, while promoting skill sets necessary for today's innovative careers.

Recognizing the guides' high standard of quality, the American Alliance of Museums' 2014 Museum Publications Design Competition honored the SCAD

curriculum guide for the exhibition *Divine Comedy: Heaven, Purgatory and Hell Revisited By Contemporary African Artists* with first place in the education category.

The following learning exercises have been devised to capture Oscar de la Renta's approach to fashion and the essence of his designs, with emphasis on the influence of surrounding cultures and attention to the wearer's sense of individuality. De la Renta's work is further illuminated by the addition of pieces by new creative director Peter Copping, providing students with opportunities to investigate the coexisting creative forces of inspiring influences and unique responses.

Oscar de la Renta for Balmain Haute Couture
Sable collared coat, 2001. Loan: Anna Wintour, New York City

1 CONNECTING: Relate artistic ideas and works with societal, cultural and historical context to deepen understanding.

“I think that, regardless of your political inclination, if the first lady of your country asks you to do something, you don’t say no.”¹

Oscar de la Renta

Oscar de la Renta’s fashion transcended party lines. He built his career on the philosophy that all women want to be beautiful, and he brought out the singular beauty and character of each woman he designed for. As American first ladies took on a more pronounced role in the public eye in the 20th century, de la Renta set out to help define them as style icons with his unmistakable designs. Creating a cultural icon requires a keen sense of the characteristics that define a specific moment in history. De la Renta’s collections embodied American tastes and attitudes through the decades, while his designs for first ladies were meant to reflect their distinct personalities, values and roles.

The timeline to the right shows all of the first ladies who wore Oscar de la Renta designs during their time in the White House. Choose one or two of the first ladies and, in the space provided below, list one or two important events that defined the culture of that time. Can you describe how the dresses in the exhibition might reflect the culture of the time that they were created and worn?



Jackie Kennedy — 1961-1963

“In 1963, fashion was very different. There are many parallels as to what happened in American fashion and what happened for women in those years.”²
— Oscar de la Renta



Lady Bird Johnson — 1963-1969



Pat Nixon — 1969-1974

“It’s unbelievably extraordinary to remember that when I came to New York, it was a time when women couldn’t wear a pair of pants to a restaurant.”³
— Oscar de la Renta



Betty Ford — 1974-1977



Rosalynn Carter — 1977-1981

“Oscar was a fashion legend but he was also my friend for nearly 50 years. I admired him greatly as a kind, gracious individual with a generous spirit who brought beauty and elegance to everything he touched.”⁴
— Nancy Reagan



Nancy Reagan — 1981-1989



Barbara Bush — 1989-1993

“Oscar has really treated first ladies such as myself, Nancy Reagan and Laura Bush with such great support.”⁵
— Hillary Clinton



Hillary Clinton — 1993-2001



Laura Bush — 2001-2009

“Oscar has been a dear friend to me, and many other first ladies. His designs are truly beautiful and exemplify American style.”⁶
— Laura Bush



Michelle Obama — 2009-present

2 RESPONDING: Interpret intent and meaning in an artistic work.



While Oscar de la Renta is recognized as an iconic American designer, his fashion often reflected the influences of other cultures. De la Renta was born in the Dominican Republic, but traveled to Spain at the age of 18 to study formally at the Real Academia de Bellas Artes de San Fernando. He recognized the enduring influence of Spanish culture on his work:

“I fell madly for Spain, its people, its landscape and life in Madrid. The sights, sounds and drama of Spanish culture — bullfights, **flamenco** and the most festive celebrations such as the traditional **ferias** of Seville and **fallas** of Valencia — were burned forever in my imagination, defining my own **aesthetic**.”⁷

Oscar de la Renta

Independently research the culture of Spain. What are some of the more noteworthy cultural figures or features that you discover? Link these observations to your impressions of the Oscar de la Renta exhibition and describe how Spanish culture influenced the collection.

Create and sketch an original design of Spanish influences to any item of clothing or accessory. Add notation describing how your design, colors and materials reflect Spanish culture.

sketches and notes

Oscar de la Renta

Embroidered and sequined evening gown. Spring 2010, ready-to-wear. Worn to the 2010 "American Woman: Fashioning a National Identity," Metropolitan Museum of Art Costume Institute Gala. Loan: Diana Taylor, New York City

3 CREATING: Generate and conceptualize artistic ideas and work.

“Fashion is about dressing according to what’s fashionable. Style is more about being yourself.”⁸

Oscar de la Renta

Imagine creating a fashion collection that is a **distillation** of your culture, time in history and one particular individual — either yourself, a friend or a public figure you admire. Consider the events, images and activities that define our society. Think about the characteristics that make your chosen individual one of a kind. Use the areas below to brainstorm ideas to incorporate into your designs.

culture	individual
---------	------------

Create sketches of one or more items for your collections, choosing any articles of clothing or accessories. Notate your sketches with information about colors, materials and inspirations.

sketches and notes

4 PRESENTING: Develop and refine artistic techniques and work for presentation.



“It’s beautiful to see everything together **en masse** As much as I knew it in the past, I’m still discovering the house of Oscar de la Renta. But just to see all of this is an incredible experience — it shows me what endless possibilities there are.”⁹

Peter Copping

In the quote above, Peter Copping responds to seeing the SCAD Museum of Art retrospective of Oscar de la Renta’s work by remarking on the “endless possibilities” for inspiration.

How does the experience of seeing items grouped together affect understanding? This question is one of the lines of inquiry explored by curators as they design exhibitions.

Consider the museum exhibitions you have seen, and the varieties of art and artifacts contained within them. Were they grouped by medium, historical periods or another theme?

Reflect on your experiences as a museum visitor and then imagine the role of curator, designing an exhibition that will shape the experience of a visitor. As a curator, what would you choose to exhibit and how?

In the space provided, sketch or describe the type of works you would choose to include in an exhibition. Specifically address the following question: *How does the experience of seeing these items grouped together affect understanding?*

sketches and notes

Glossary of Terms:

aesthetic *n.* A set of principles underlying and guiding the work of a particular artist or artistic movement

distillation *n.* The extraction of the essential meaning or most important aspects of something

en masse *adv.* In a group; all together

fallas *n.* In Valencia, a spring carnival featuring fireworks and large papier-mâché structures, ending with bonfires

ferias *n.* In Seville, a spring festival featuring parades, dancing, bullfights and traditional Spanish dress

flamenco *n.* A performing art originating in southern Spain and existing in three forms: song, dance and guitar music

icon *n.* An important and enduring symbol

Citations:

¹ Koski, L., Born, P., Foley, B., & Friedman, A. (2014, October 20). Oscar de la Renta: an American master. Retrieved from <http://wwd.com/fashion-news/designer-luxury/oscar-de-la-renta-dies-7992384/>

² Norwich, W. (2013, February 10). Oscar de la Renta on taking in Galliano, the women he's known and loved, and why he once tried to hit Cecil Beaton. Retrieved from <http://nymag.com/thecut/2013/02/oscar-de-la-renta-william-norwich-interview.html>

³ Norwich, W. (2013, February 10). Oscar de la Renta on taking in Galliano, the women he's known and loved, and why he once tried to hit Cecil Beaton. Retrieved from <http://nymag.com/thecut/2013/02/oscar-de-la-renta-william-norwich-interview.html>

⁴ Los Angeles Daily News (2014, October 21). Nancy Reagan remembers designer Oscar de la Renta as 'a kind, gracious individual.' Retrieved from <http://www.dailynews.com/obituaries/20141021/nancy-reagan-remembers-designer-oscar-de-la-renta-as-a-kind-gracious-individual/1>

⁵ Adams, R. (2013, July 9). Hillary Clinton honors Oscar de la Renta at exhibition opening reception. Retrieved from http://www.huffingtonpost.com/2013/07/09/hillary-clinton-oscar-de-renta_n_3566560.html

⁶ CBS News (2013, July 8). Hillary Clinton pantsuit displayed in Arkansas museum. Retrieved from <http://www.cbsnews.com/news/hillary-clinton-pantsuit-displayed-in-arkansas-museum/>

⁷ Bearman, E. [OscarPRGirl]. (2014, July 9). In 1950 at the age of eighteen I arrived in Spain to study at the Royal Academy of Fine Arts of San Fernando in Madrid. I fell madly for Spain, its people, its landscape and life in Madrid. The sights [Tumblr post]. Retrieved from <http://oscarprgirl.tumblr.com/post/91945562139/in-1950-at-age-eighteen-i-arrived-in-spain-to>

⁸ Heilpern, J. (2009, September). The importance of being Oscar. Retrieved from <http://www.vanityfair.com/news/2009/09/out-to-lunch-de-la-renta200909>

⁹ Bowles, Hamish (2015, May 20). How Peter Copping discovered the real Oscar de la Renta. Retrieved from <http://www.vogue.com/13257750/peter-copping-oscar-de-la-renta/>

Related SCAD Programs of Study

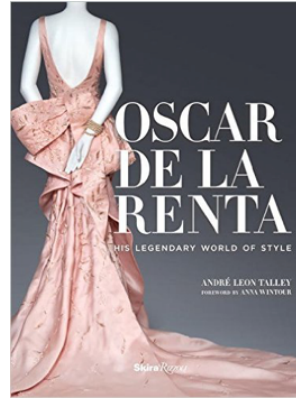
Fashion

FROM COUTURE TO CASUAL, MASS MARKET TO MENSWEAR, FASHION DESIGNERS CREATE EXHILARATING, WEARABLE WORKS OF ART THAT LAUNCH INTERNATIONAL TRENDS, SHAPE CULTURAL MOMENTS AND HELP INDIVIDUALS EXPRESS THEIR BEST, TRUEST SELVES.

SCAD fashion students prepare to lead in the ever-evolving and globally competitive fashion industry through a rigorous curriculum anchored by innovative design, creative thinking and state-of-the-art technology. Through recurring interactions between leading fashion authorities and students, the program is strongly connected to the professional realm.

Under the guidance of experienced faculty and with inspiration from visiting mentors, students explore fashion from the conceptual to the commercial, applying technical dexterity with creative vision to develop original fashion collections. During their course of study, students experiment in 2-D and 3-D formats, conduct research and analysis and develop a personal aesthetic. Studio courses culminate in the creation of physical samples that become important career-making evidence in the graduates' portfolios. The university's advanced technology prepares students for the dynamic world of digital fashion design, and students benefit from the opportunity to pursue CFDA+ and Adobe certifications.

For seven consecutive years, SCAD students have been honored as Young Menswear Association Fashion Scholarship Fund scholars. Over the past two years, SCAD has celebrated more YMA scholars than any other university. In addition to winning valuable scholarships, these outstanding students have gone on to intern or work for companies such as Oscar de la Renta, Polo Ralph Lauren, Alexander Wang and Saks Fifth Avenue.



Oscar de la Renta: His Legendary World of Style
Hardcover – September 15, 2015

by André Leon Talley (Author), Adam Kuehl (Photographer), Paula Wallace (Preface), Anna Wintour (Foreword), Mercedes T. Bass (Contributor)

A sumptuous monograph tracing the life and legacy of fashion luminary Oscar de la Renta. In this intimate volume, longtime editor and friend André Leon Talley recounts de la Renta's journey through nearly 70 iconic dresses accompanied by fascinating stories of the exquisite craftsmanship and the legendary friends that brought each gown to life.



Film and Television

FILMMAKING IS THE ART OF STORYTELLING WITH PICTURES, SOUND, MUSIC AND MOVEMENT – STORIES THAT CAPTURE HEARTS, CHANGE MINDS AND AWAKEN IMAGINATIONS.

From blockbusters and documentaries to sitcoms and commercials, professionals in this sector require an exhaustive and multifaceted knowledge of the filmmaking process and the ability to communicate with others across the spectrum of production. At SCAD, students become conversant in all areas of film and television, discovering the roles that best suit their talents and interests. Savannah Film Studios, the newest addition to the university's digital media and entertainment facilities, is designed for professional-level film production. The expansive 22,000-square-foot facility is outfitted with three sound stages, green rooms, lighting grids, postproduction suites, screening rooms and production offices.

SCAD student films have been showcased at the Sundance Film Festival, the Cannes International Film Festival, the Los Angeles Film Festival, the New York International Independent Film and Video Festival, and many other venues and events.

SCAD students and alumni have also won Student Emmys, Student Academy Awards and the ICG Emerging Cinematographer Award. SCAD students and graduates win these awards, in part, because they have the opportunity to explore every area of filmmaking, pinpointing their interests and capitalizing on their individual strengths to build a tailored, focused degree. Graduate students perfect their craft through a final project or original thesis work – up to and including directing their own film. Students showcase their talents through short and full-length films, while investigating creative visual stories in animation, fashion, music, documentary and performing arts. Their cinematic collections feature excellence and the crucial tool of versatility.



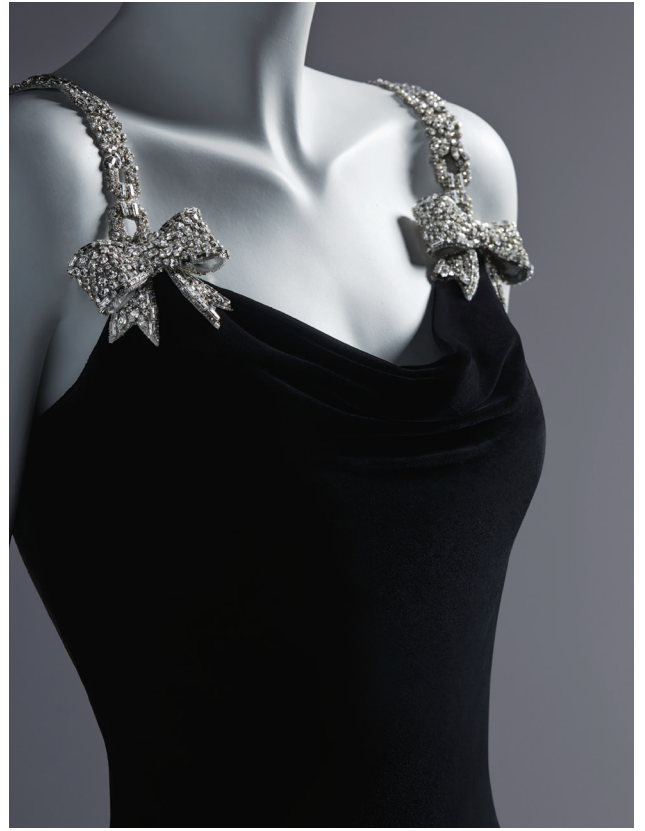
OVATION FOR OSCAR

21 minutes

Focusing on the first posthumous museum tribute to the legendary fashion designer, this documentary chronicles the creation of the exhibition, "Oscar de la Renta: His Legendary World of Style." The film is an intimate look behind the scenes, revealing the demanding, deadline-oriented work of fashion photographers, white-gloved art handlers and discerning curators as they research, assess, mount and produce a major museum exhibition honoring the late designer, artist and cultural icon.

scad.edu/ovation-for-oscar





Top Left:
Oscar de la Renta
Custom duchesse satin cocktail dress, 2005. Worn for the
Lovely Perfume campaign. Loan: Sarah Jessica Parker, New
York City

Bottom Left:
Oscar de la Renta
Cashmere and satin day dress, 1965-66. SCAD Museum of Art,
gift of Cornelia Guest in honor of her mother, C.Z. Guest

Top Right:
Oscar de la Renta for Balmain Haute Couture
Silk velvet evening gown with diamante straps. Fall 2000.
Loan: Anonymous

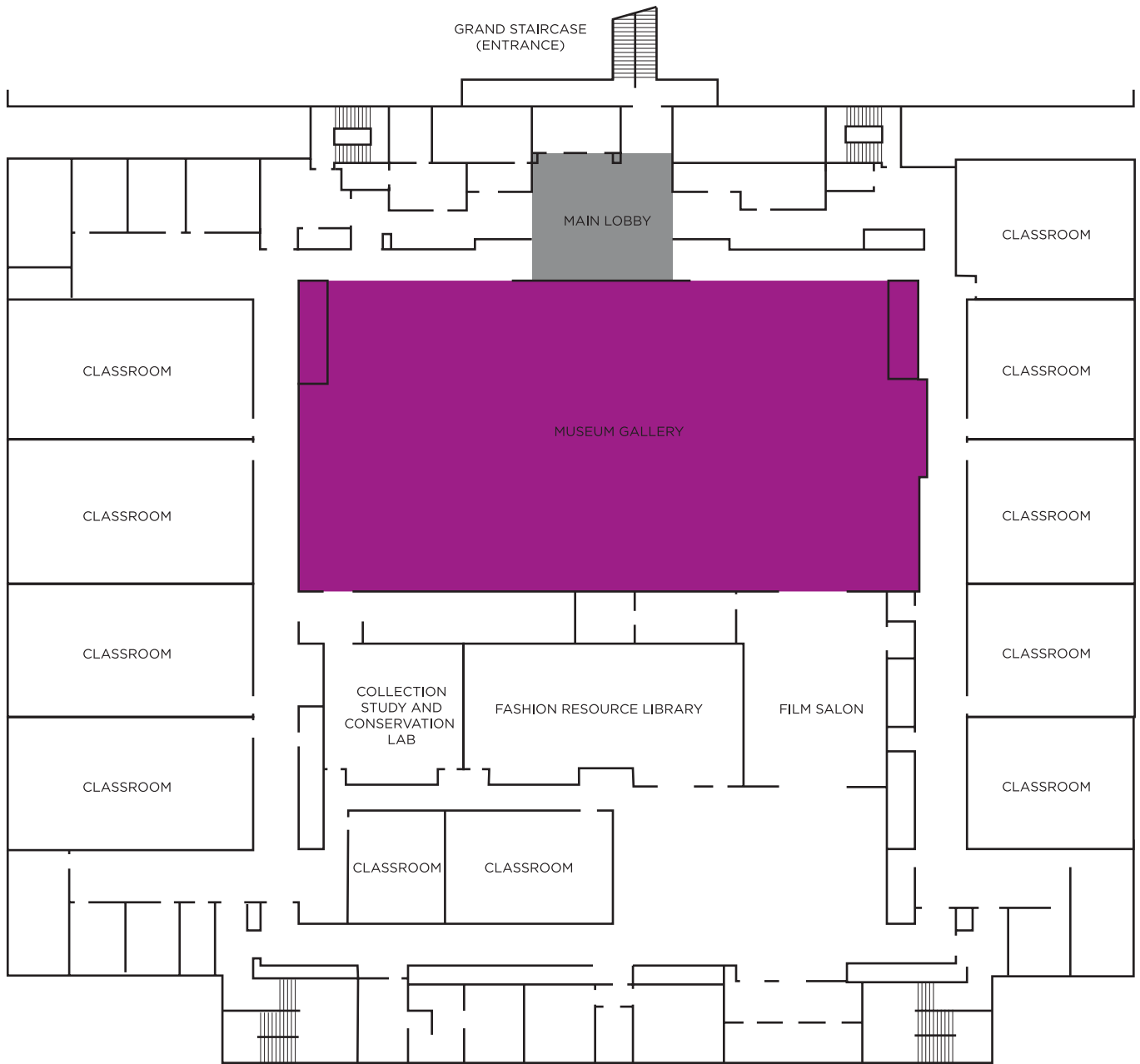
Bottom Right:
Oscar de la Renta
Embroidered cashmere coat and dress, worn by First Lady
Laura Bush to the 2005 Presidential Inauguration. Loan: George
W. Bush Presidential Library and Museum, Dallas, Texas



Oscar de la Renta

Silk faille jacket and skirt with appliqued bows, worn to the "Schiaparelli and Prada: Impossible Conversations" Metropolitan Museum of Art Costume Institute Gala, May 2012. Loan: Lauren Santo Domingo, New York City

Museum Map



Current and Upcoming Exhibitions

- S** **Floresco** • John Bisbee
May 16 – Jan. 3, 2016
- S** **Imprint** • Naimar Ramírez
July 10, 2015 – Nov. 8, 2015
- S** **Irons for the Ages, Flowers for the Day** • Li Hongbo
July 30, 2015 – Jan. 24, 2016
- S** **The Making of Dakota Jackson** • Dakota Jackson
Sept. 25, 2015 – Jan. 18, 2016
- S** **A Fashionable Mind: Photographs by Jonathan Becker** • Jonathan Becker
Sept. 26, 2015 – Jan. 24, 2016
- S** **Other Voices, Other Cities** • Sue Williamson
Oct. 8, 2015 – Jan. 30, 2016
- S** **As Far as I Know** • Manjunath Kamath
Oct. 8, 2015 – Jan. 30, 2016
- S** **Active Anesthesia** • Shin Il Kim
Oct. 8, 2015 – Jan. 30, 2016
- S** **History, Labor, Life: The Prints of Jacob Lawrence** • Jacob Lawrence
Oct. 14, 2015 – Jan. 25, 2016

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A SCAD, Atlanta, GA.



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