



## SAN FRANCISCO MUSEUM OF CRAFT+DESIGN

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**[San Francisco Museum of Craft+Design](#) Presents *Fashioning Felt*  
October 22, 2010 through February 20, 2011**

***Humble Fabric Takes Center Stage at San Francisco Museum of Craft+Design***

**WHAT:** The many uses of felt, from wearables to walls to furniture and product design, come to life in the West Coast debut of *Fashioning Felt*, presented by the [San Francisco Museum of Craft+Design](#) (SFMC+D), October 22, 2010 through February 20, 2011. Organized by the [Smithsonian's Cooper-Hewitt, National Design Museum](#), the exhibition of more than 70 works by designers across the globe examines both the conventional and innovative uses of felt over time, highlighting the material's unique characteristics and providing an extensive look at this ancient fabric with modern appeal.

Created by matting together wool fibers with humidity and friction, felt is an ancient material, and is believed to be one of the earliest methods for making textiles, carpets and clothing. The exhibition will present historic examples of felts, innovative uses of the material in clothing and furniture design, and the contemporary use of industrial felt in architecture. *Fashioning Felt* will also address the sustainability of felt, as its trajectory from raw fiber to finished product involves little opportunity for waste.



*Mosen, Mongolia for the Japanese Market (Late 19<sup>th</sup> Century). Wool, felted and shibori-dyed*



*A-Z Fiber Form: White Dress, Andrea Zittel (2002). Wool and two 3-inch skirt pins.*



*'Bless You' chair, Louise Campbell (1999). 10mm technical felt and 750 sheets of gelatin*

**WHERE:** The San Francisco Museum of Craft+Design  
550 Sutter Street  
San Francisco, CA, 94102

**WHEN:** October 22, 2010 – February 20, 2010

**ADMISSION:** Free for members of SFMC+D  
\$5 for adults  
\$3 for youth ages 12 -18  
Free to children under 12

**FOR PUBLIC**

**INFO:** Visit [www.sfmcd.org](http://www.sfmcd.org), call the San Francisco Museum of Craft+Design at (415) 773-0303 or email [info@sfmcd.org](mailto:info@sfmcd.org).

**MEDIA, PLEASE NOTE:** For high-resolution images, interviews with JoAnn Edwards, executive director of the San Francisco Museum of Craft+Design, or to attend/cover the show, please contact Jessica Lee at 415-359-2312/[jessica@landispr.com](mailto:jessica@landispr.com) or Catherine Topping at 415-359-2306/[catherine@landispr.com](mailto:catherine@landispr.com).

**About the San Francisco Museum of Craft+Design**

The San Francisco Museum of Craft+Design (SFMC+D) exhibits contemporary craft and design to encourage appreciation of both disciplines – and to highlight the strong connections between the two. Celebrating its fifth anniversary in October 2009, SFMC+D introduces visitors to work by artists and designers from the Bay Area and around the globe through exhibitions and related educational programs. The Museum is located at 550 Sutter Street in San Francisco and is open Tuesday through Saturday 10 a.m. – 5 p.m. To become a member, sponsor or for more information, please call 415-773-0303, email [info@sfmcd.org](mailto:info@sfmcd.org) or visit [www.sfmcd.org](http://www.sfmcd.org).

**About Fashioning Felt**

*Fashioning Felt* was organized by the Smithsonian's Cooper-Hewitt, National Design Museum. The Exhibition was made possible by the generous support of Maharam. Funding was also provided in part by The Coby Foundation, Ltd., Elise Jaffe + Jeffrey Brown, and the Mondriaan Foundation.

Additional support is provided by public funds from the New York State Council on the Arts, a State agency, the Consulate-General of The Netherlands, the Information Centre of Danish Crafts, The Netherland-America Foundation, The Consulate General of Switzerland in New York, and The Cultural Services of the French Embassy in the United States.

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