

## A QUEEN WITHIN: Adorned Archetypes, Fashion and Chess October 19, 2013 – April 18, 2014



Alexander McQueen



Pam Hogg



Hussein Chalayan



Iris Van Herpen

Saint Louis, MO (October 21, 2013) -- In the game of chess, the queen is considered the most powerful and, many times, the most unpredictable piece. She embodies tradition while simultaneously redefining rules established by a patriarchal system.

This intriguing dichotomy is the inspiration behind *A Queen Within: Adorned Archetypes, Fashion and Chess* at the [World Chess Hall of Fame](#). Produced by an international team of thought-leaders, curators, fashion insiders and chess players, the exhibition uses several artistic mediums to tell the story of the queen's evolving role in chess and society.

Many of the most notable pieces of art in the exhibition are extremely rare garments. Pieces from one of the world's largest private collections of **Alexander McQueen's** work will join garments by **Sandra Backlund, Hussein Chalayan, Gucci, Iris Van Herpen, Pam Hogg, Viktor + Rolf, Writtenafterwards** and approximately 20 other designers known for their daring, remarkable work. The collective whole highlights relationships between power, risk-taking and the queen's evolving feminine roles in chess and society.

"There is something fascinating about the game of chess and the queen's role within it. She breaks the rules. She does what she wants on the board. When we began to research how this kind of thinking has an influence on fashion – and specifically among the private collection pieces that became the starting point for the show – we knew that there was an important story to tell," said Sofia Hedman, the London-based curator of *A Queen Within*.

Exhibition sponsors include **Wells Fargo Advisors, Christie's, Swarovski, and Saks Fifth Avenue.**

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### **Exhibition Galleries**

*A Queen Within* covers two floors at the World Chess Hall of Fame and explores nine personas of the queen archetype: Sage, Mother Figure, Magician, Enchantress, Explorer, Ruler, Mother Earth, Heroine and Orphan.

The story of each persona – its powers, its weaknesses, its significance, its sacrifice - is told through examples of fashion, photography, film and artwork.

“We have designed the exhibition itself to be a 3,200 square foot piece of art that viewers can experience on many different levels. They’ll be able to look closely for hidden symbols, stand back to appreciate the overall effect of enveloping visuals and think deeply about the meaning of each theme,” said Hedman.

In conjunction with *A Queen Within*, the World Chess Hall of Fame partnered with international chess champion and Woman Grandmaster Jennifer Shahade to create **Queen Power: Bringing Girls to the Game**. This educational program was developed to encourage girls to play chess and includes free materials for girls who attend the exhibition as well as regularly scheduled events in schools where girls are encouraged to learn about and play the game.

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### **About the World Chess Hall of Fame**

The World Chess Hall of Fame (WCHOF) is a nonprofit organization committed to building awareness for the cultural and artistic significance of chess. It opened on **September 9, 2011**, in St. Louis’s Central West End after moving from previous locations in New York and Miami.

The WCHOF is housed in an historic 15,900 square-foot building that includes three floors of galleries, the U.S. and World Chess Halls of Fame and the stylish Q Boutique. It sits immediately across Maryland Avenue from the Chess Club and Scholastic Center of Saint Louis, forming a “chess campus” that has been recognized as the chess capital of the United States as well as one of the game’s top international centers.

It is the only cultural institution of its kind in the world and the only solely chess-focused collecting institution in the U.S.

For more information, visit [www.worldchesshof.org](http://www.worldchesshof.org).

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