

## Press announcement

Amsterdam, 21 July 2011

### **Impressive Presents: 15 years of gifts to the Museum of Bags and Purses**

#### **Stories behind the bags in the Anniversary exhibition**

14 October 2011 – 18 March 2012

The exhibition 'Impressive Presents' features bags the museum was given by private individuals, collectors and designers in the last 15 years. A quarter of the 4000 bags in the collection were donated and the exhibition highlights the many remarkable ways in which the bags came into the possession of the museum. From all over the world people come to donate their bags to the museum. Letters and photographs are used to illustrate the stories and memories of the bags and their previous owners.

The bags displayed in 'Impressive Presents' were originally owned by individuals, collectors and designers, but they were also once the property of famous fashion houses and designers like Moschino, Stella McCartney, Louis Vuitton and Judith Leiber. The exhibition shows how this unique collection of bags was accumulated, and how it has developed into a fully-fledged museum.

#### **Bags and their stories on display include:**

- **Letter case delivered by post**

This letter case was sent to the museum by post, accompanied by a hand-written letter: "If the museum doesn't like this bag, you can throw it away." The two hundred-year-old letter case with its Wedgwood medallion is now one of the exceptional pieces in the collection.

- **Bags from the Egypt and Netherlands East Indies**

Dutch employees stationed in the Netherlands East Indies travelling home by boat on leave would stop off in Egypt and buy bags as souvenirs at the Port Said bazaar. Snakeskin leather and crocodile leather bags, bought and worn in Netherlands East Indies, are also on display.

- **Handbag recovered from a shipwreck**

Remnants of a handbag found in the shipwrecked SS Kerwood. The ship had sailed from New York and was transporting aid supplies, such as food and clothing, for European relatives who had been hard hit by the First World War. It hit a mine on 1 December 1919 off the Dutch coast and was discovered in 2002. The bag was donated to the museum in 2010 by the Wrakkenmuseum Terschelling.

#### **Crowdfunding**

The Museum of Bags and Purses is celebrating its 15<sup>th</sup> anniversary. Using *Crowdfunding* the museum hopes to be able to give itself a birthday present. The public is asked to help

purchase a very special Anniversary bag: a superbly adorned evening bag dating from 1929. This bag complements the existing collection through its unique combination of silk brocade with gold thread and the silver clasp decorated with gemstones. The bag costs €1,530 and with the support of the general public purchase may be possible. Cash donations can be done in the museum or donations can be made via the website or via a bank authorisation form.

### **15<sup>th</sup> Anniversary Museum of Bags and Purses**

In 1996 Hendrikje Ivo opened the doors of her home in Amstelveen to allow the public to enjoy her spectacular collection of bags. Fifteen years later, the Museum of Bags and Purses has become the largest bag museum in the world. In 2007 it moved to its current location – a magnificent canal house on the Herengracht in Amsterdam - and attracts 60,000 visitors a year from home and abroad.



Captions:

- Silk letter case with Wedgwood medallion, England, early 19<sup>th</sup> century
- Leather clutch with imprint of an Egyptian scene, Egypt 1950 - 1955
- Leather handbag, 'Gateau', Moschino, Italy, 1996
- Crowdfunding bag: Evening bag, silk brocade and gold thread with silver clasp adorned with amethyst and yellow quartz, Austria/Germany, 1929

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### **Note to the editor, not for publication**

For more information, interview requests, or for high-res images, contact Katherine Knowles, the Museum of Bags and Purses: +31 (0)20 524 64 50 / [katherine@tassenmuseum.nl](mailto:katherine@tassenmuseum.nl)

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Open every day from 10.00-17.00 hrs