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– FOR IMMEDIATE RELEASE –

Learn about radical women who wore Marimekko with Alexandra Lange!

Virtual Talk with Alexandra Lang
*“Sisterhood of the Varjo Dress:
Women who wore Marimekko and what it meant to them”*

Thursday, May 25th 6:30 pm

Virtual, Philadelphia, PA- Design critic, [Alexandra Lange](#), will give a virtual talk going beyond the aesthetic elements of Marimekko clothing by exploring their designs' meaning for feminist icons. Her essays, reviews, and profiles have appeared in numerous design publications, including *Architect*, *Harvard Design Magazine*, *Metropolis*, *The Atlantic*, *New York Magazine*, *The New Yorker*, and the *New York Times*.

In this talk, inspired by her 2017 *New Yorker* article "[Jane Jacobs, Georgia O'Keeffe, and the Power of the Marimekko Dress.](#)" Lange will offer a history of the artists, writers, and designers who chose Marimekko as their uniform from the 1960s onwards, describing how the dress designs aligned with their cultural politics and expanding opportunities for women.



Don't miss this fascinating opportunity to take a closer look at Marimekko! The talk will be held over Zoom. \$10 for ASHM, FASDV, and Fabric Workshop Museum members and \$15 for nonmembers.

Register here:

<https://www.americanswedish.org/events/sisterhood-varjo-dress-women-who-wore-marimekko-and-what-it-meant-them-virtual-talk>

About ASHM:

Visit the American Swedish Historical Museum to learn the forgotten history of Swedes in Philadelphia. Built in 1926 during the sesquicentennial, the museum's unique interior is divided into a dozen galleries designed to highlight Scandinavian influences in America. The galleries explore a range of topics including the New Sweden Colony, women's history, scientific innovations, and Swedish craft arts such as glass making and woodworking. ASHM hosts a variety of programs from Swedish holiday celebrations like Midsommarfest and Lucia, to history lectures, an ABBA Dance Party, virtual tours, and family programs like Toddler Time.

The mission of the ASHM is to welcome all people to explore cultural identity through the story of Swedes and Scandinavians in America. ASHM is a community dedicated to preserving and interpreting material culture, and is alive with celebrations, exhibitions, and learning experiences. No matter your age or interests, ASHM has something for you! Visit our website www.americanswedish.org to learn more.

The American Swedish Historical Museum is located in scenic FDR Park at 1900 Pattison Avenue in South Philadelphia near the Sports Complex. Plenty of free parking is available. For those taking public transportation, the Broad Street Subway's NRG/Pattison Avenue stop is within walking distance or SEPTA's Route 17 (to Pattison) can bring you right to the Museum.

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