

# Alienation Virtual Space

2021

**The virtual space is an immersive runway show for the graduate collection ALIENATION by Larissa Falk. It is utilizing the interactive web-VR platform Mozilla Hubs.**

The space architecturally manifests in a metallicly bright maze, metaphorically forcing the female runway models to walk on pre-made paths. Yet, the women are withstanding established rules – symbolically represented by counteracting the law of gravity. Familiar spacial relationships are dissolved by walking between huge structures of garment and human skin.

»My collection is a commentary on the exposure of the hidden female body. I want to encourage women to be proud and feel attractive at any age. Revealing skin and body should not be a matter of age but rather of awareness of why and for whom.« – writes Falk about her collection.

The scenography of the virtual space is inviting to reflect on concepts of the male gaze and the preexisting norms forced on women. As an avatar the users are obliged to the position of the gazing subject. Further symbolics written into the space are the ambivalence of a narrow-view and a vast-view along with the exposure of the female body through garment.

**Larissa Falk** is an emerging young Austrian fashion designer who worked in New York and studied under Hussein Chalayan, Lucie & Luke Meier (Jul Sander) and Grace Wales Bonner. She studied Fashion Design at the University of Applied Arts Vienna. Her graduate collection ALIENATION received several awards.

**Andreas Palfinger** is a multidisciplinary designer and artist with focus on virtual architecture. He studied Graphic Design, Design Investigations and Painting at the University of applied Arts Vienna, and Architecture at the Bauhaus University Weimar. He got awarded internationally, among others at the International Design Awards and as »European Student of the Year« from the Art Directors Club of Europe.

→ Video <https://www.instagram.com/p/CQIZcFtlajf/>

→ Virtual Space <https://hubs.mozilla.com/hfRZckB>



## Project Team

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