

MEDIA RELEASE 13/11/2013



MAPPING MELBOURNE: FAME AGENDA X DARBOTZ

A piece of Jakarta spices up Melbourne fashion!

On Friday 6 December as part of the four day showcase of independent contemporary Asian arts, Mapping Melbourne, the Forecourt of the State Library of Victoria will be transformed into an extravaganza of fashion, music and live street art by internationally renowned street artist **Darbotz** and Melbourne's fashion label **Fame Agenda**.

[Darbotz](#) is fast becoming one of the Asia Pacific's most prolific street artists and after making his mark on Melbourne back in April, he is returning to once again join forces with fashion label [Fame Agenda](#). This unlikely partnership was born from Fame Agenda's fashion-as-art philosophy and they first worked together to present a fashion show at the *2013 Victorian Government's Super Trade Mission* to Southeast Asia. The collaboration resulted in an eclectic new capsule collection that was so successful it is now expanding onto the steps of one of the city's cultural icons.

The Fame Agenda Darbotz collection features prints developed from photo images of Darbotz's actual graffiti art left on Melbourne's walls during his last visit. Playing with the monster theme, the elements of the collection include monster scales and teeth in various 2-dimensional and 3-dimensional forms. Based in Jakarta, a complicated, hectic city drowning in colours and chaos, Darbotz tries to rescue the dirty streets of Jakarta by transforming walls with captivating images of his squid monster and hybrid squid King Kong monster. Always smiling, but also angry, his character adds a new flavour to the spicy designs of Fame Agenda.



Developed by Monica Lim, Fame Agenda starts from the point of fashion being an accessible and wearable form of contemporary art. The label is known for developing its own unique, quirky prints which are often challenging. A former Taxation Consultant at Deloitte Touche Tohmatsu, Monica left law for fashion and started her own handbag label which grew into a women's fashion label which was recently recognised as one of Melbourne's top ten fashion secrets. Working from a store and design studio in Flinders Lane, historically the centre of the rag trade in Melbourne, Fame Agenda is also stocked in Galleries Lafayette, Metro and Centro department stores in Indonesia.

EVENT DETAILS:

2 fashion shows

Date: Friday 6 December

Time: 12.30-1.15pm and 5.30-6.15pm

Venue: Forecourt, State Library of Victoria, 328 Swanston Street, Melbourne
FREE

FAME AGENDA X DARBOTZ is produced and presented by Multicultural Arts Victoria

Principal sponsors: City of Melbourne, Arts Victoria, Kabo Lawyers

Venue Partner: State Library of Victoria

[Mapping Melbourne](#) will present a program of **FREE** events between 5-8 December that profile the diversity of contemporary Asian arts and culture. Exhibiting and performing at some of Melbourne's most iconic institutions the festival will profile established and emerging artists from across China, Indonesia, Australia, Malaysia, India, Japan, Thailand, Vietnam, Mongolia, Lebanon and New Zealand. This is one of the most exciting and comprehensive programs of contemporary Asian dance, design, fashion, art, music and spoken word that Melbourne has ever seen.

Website multiculturalarts.com.au

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In Pic: Fame Agenda. Pic courtesy of the artist

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