

GEORGIAN

GEORGIAN



INFUSION

INFUSION

APRIL 2025 TBILISI, GEORGIA  
EUROPE, MIDDLE EAST AND USA TOUR PLANNED 2026-2029

---

# AN EXHIBITION CELEBRATING GEORGIAN HERITAGE AND ITS MULTIFACETED INTERCONNECTIONS WITH INTERNATIONAL CULTURAL SCENES

Partnerships requested with:

The Ministry of Culture, Sports and Youth  
Georgian National Tourism Administration  
Tbilisi City Hall  
Georgian National Museum

The Art Palace of Georgia  
U.S. Embassy in Georgia  
Embassy of France in Georgia  
Embassy of Italy in Georgia

# INTRODUCTION



Christian Lacroix, costumes for Paris Opera Ballet "La Source"

"Georgian Infusion" features more than two dozen storylines that provide a diverse glimpse into the rich cultural heritage of Georgia. The exhibition will display authentic artifacts and craftsmanship from the early centuries and Middle Ages till the XX century, and showcase costumes, photographs, paintings, and sketches that capture the essence of historical Georgian art de vivre and its artistic interpretations.

A distinct exhibition section will unveil the ABC of Georgian costume across the ages, displaying authentic garments, accessories, and textiles. The objective is not to delve into each element's detailed evolution, symbolism, and cultural significance. Instead, viewers are encouraged to develop their visual understanding and cultivate the ability to distinguish and recognize presented images in entirely different contexts.





## NATELA POTSKHVERIA – CURATOR

Fashion journalist - Vogue ,  
Harper's Bazaar, Robb  
Report, InStyle, Tatler, etc.

Lecturer

Nateli Tbilisi project founder

IERI Store PR & Marketing  
director  
and content creator

# CURATORS



## GAEL MAMINE – ASSOCIATED CURATOR

Earlier curated projects:  
The exhibition "Alaïa and Balenciaga.  
Sculptors of shape" - Paris, France  
"Volez, Voguez, Voyagez – Louis  
Vuitton" exhibition - Paris, France

"Rei Kawakubo/Comme des Garçons:  
Art of the In-Between" - The MET,  
New York, USA

"Balenciaga - L'oeuvre au  
noir" Musée Bourdelle, Paris, France

# PURPOSES

To highlight collaborations between Georgian artists and designers with their counterparts worldwide. Explore life of famous Georgians who influenced fashion and art community around the globe throughout history from XIX to XXI century as well as worked for big fashion houses or created their own influential lifestyle brands.

To create a platform for discussions, encouraging diverse perspectives and insights on the intersection of Georgian heritage and the contemporary fashion and lifestyle industry.

To engage viewers as active participants able to draw connections between the Georgian heritage, national attire in particular, and contemporary fashion trends; to encourage them to form their own conclusions about the impact of Georgian cultural elements on contemporary design and style.

Yves Saint Laurent Retrospective show, January 2002



"Sketch of the Toison d'Or panther, Cartier, inspired by the Golden Fleece Order



A.X.  
18.549  
Cartier



Order of The Golden Fleece, 1890s

Golden bracelets (5 b.c), The Treasury



The dresses of Shergil Dadiani., This is an ornament with an Arabic inscription called Kufic.



the miniature of Duke Shalva of Ksani, who wears an oriental-style decorated Kulaja (fur-trimmed coat).



Tamar was the queen of Georgia from 1184 to 1213 CE



Chanel Pre-Fall 2011





Khevsur costume, Beginning of XX century



Etro fall 2014



Coco Chanel wearing a costume by Ilya Zdanevich, 1920s, Paris



Chanel Pre-Fall 2009 Paris-Moscow





Chauviré as the Princess Daredjian in Chota Roustaveli (Photo G.Anthony)



René Gruau 1946 Costumes for the Ballet Chota Roustaveli,



"Tamara and Daemon", M. Vrubel



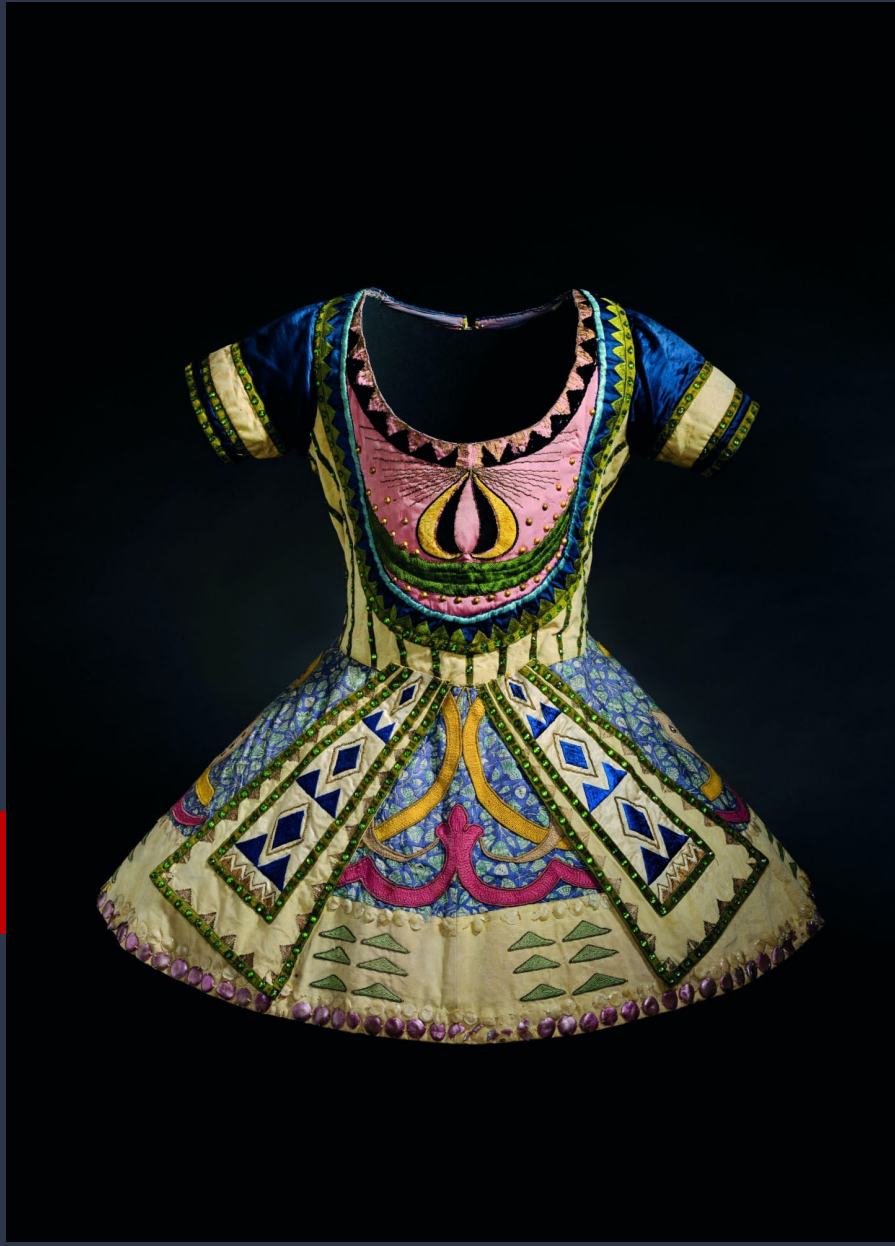
Sketch for "Thamar" ballet, Leon Bakst, Metropolitan Museum



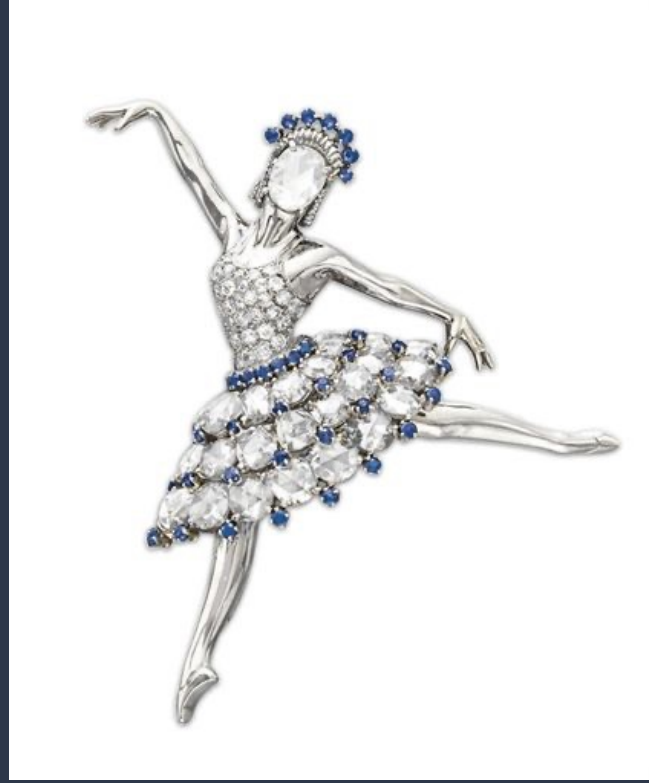
Costumes of the ballet "Thamar" by Leon Bakst, V&A Museum



Costumes of the ballet "Thamar" by Leon Bakst, V&A Museum



Pierre Arpels, dancer Suzanne Farrell and choreographer George Balanchine meeting the press at the Van Cleef & Arpels New York boutique to announce the 1967 premiere of the Jewels ballet.

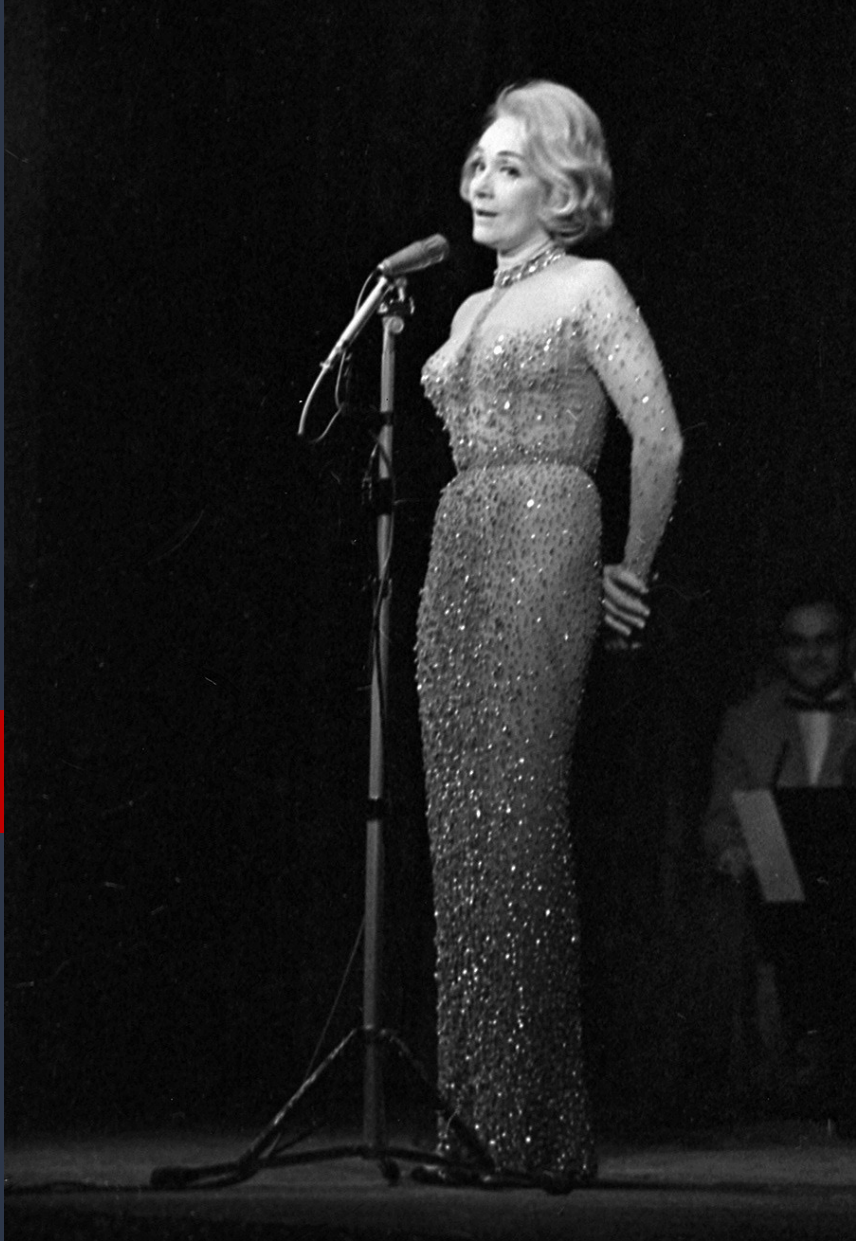


Signed Van Cleef & Arpels, N.Y., no. 5758. George Balanchine gave this ballerina portrait brooch to his wife Zorina around 1944.





Marlene Dietrich wearing a corset by Tamara Gamsakhurdia



Salvador Dalí, Portrait of the prince Gourjelli, 1954



Helena Rubinstein and Artchil Gourjelli Tchkonია



# DREAM LIST OF PARTICIPANTS

Partnerships requested  
with:

**Chanel**  
**Cartier**  
**Etro**  
**Balenciaga**  
**Dior**  
**Vogue**  
**Harper's**  
**Bazaar**

**Helena**  
**Rubinstein**  
**VanCleef&Arpels**  
**Vetements**  
**Antonio Marras**  
**John Galliano**  
**David Koma**  
**Thierry Mugler**

## CONFIRMED LOCATIONS

Georgian National Museum - the treasury

Georgian National Gallery

MoMA Tbilisi

## ADDITIONAL LOCATIONS

to be confirmed :

Coca-Cola Factory

Mikhailov Hospital Art Space

The Art Palace of Georgia

Tbilisi Photo and Multimedia Museum

**A BLOCKBUSTER  
EXHIBITION WITH  
A ROUTE  
AROUND CITY'S  
MOST  
IMPORTANT  
CULTURAL  
LOCATIONS**

# EDUTAINMENT PROGRAM DREAM SCHEDULE

Public talks  
with Etro  
family, Antonio  
Marras,  
Balenciaga,  
David Koma  
and others

Art  
performances  
(reconstruction  
of ballets,  
digital art,  
projects by  
local artists)

Film Festival of  
the Georgian  
movies presented  
for the Oscar  
award as well as  
movies that  
inspired artists  
and fashion  
houses

Private views  
and special  
guided tours  
with curators  
and celebrities

Kids'  
workshops

# SATELLITE PROJECTS, INFLUENCING TBILISI LIFESTYLE

**Rebirth of family recipes**, that belonged to the prominent Georgians all around the globe, as well as reconstruction of the famous Gogi Chichinadze's "La Rue" restaurant

**Special program** to maintain inclusion and diversity

**Internships programs for students** of Tbilisi State Academy of Art, VA(A)DS (Free University) and other fashion and art institutions

**Immersive experience** through metaverse and digital art

**Resurgence of Georgian traditional crafts in modern and fashionable form** // Concept Store and merchandising presented by IERI Store (artisans, local designers/artists)

**Popularisation of Georgian cultural heritage** by creating series of documentaries about Georgian music, cuisine, art etc.

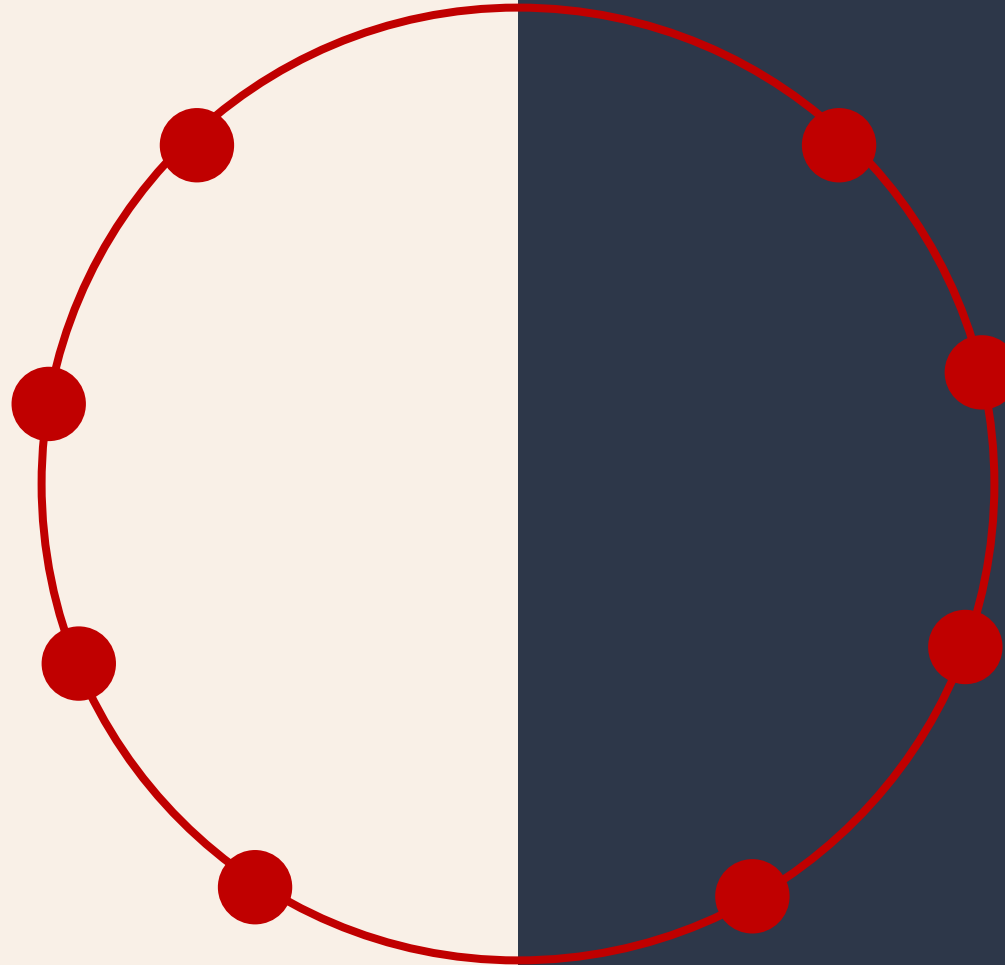
# MARKETING & COMMS MAP

International media coverage  
(including Forbes, Forbes  
Woman, Vogue, Harper's Bazaar,  
Elle, High Snobiety, BoF)

Standard advertising options -  
outdoor, smm, prints

Web-page and media  
devoted to the project

Production of the photo/video  
content



Grand Opening Event -  
reference is Met Gala

Visits of world famous  
influencers and celebrities

NFT and metaverse teasers

Creating a coffee table book  
and a catalogue of the  
exhibition

# ADVISORY BOARD AND CONFIRMED PARTNERS

IERI STORE concept store of Georgia inspired fashion  
presented by **Sofia Guguberidze**, luxury management expert

**David Gigauri**, finance specialist, "Be My Guest" book author,  
enthusiast researcher of the life of Georgian emigrants abroad

**Maka Asatiani**, fashion expert, designer and philanthropist

**Tamuna Arshba**, art expert, co-founder of Window Project Gallery in Tbilisi

## Media partners:

StyleNotCom  
Forbes Woman Georgia

---

BIG NAMES TO BE CONFIRMED SOON

# WORK IN PROGRESS

Tbilisi,  
May 2023

Public talks with Gael Mamine ("Georgian Infusion" co-curator) and Ania Marchenko ("Georgian Infusion" set designer).

2 locations Marriott Tbilisi and TBC Concept, 300 guests.

Social &  
media  
coverage of  
the visit:

Instagram Forbes Woman Georgia, IERI store & Nateli Tbilisi – 35K followers.

4 TV channels: BMG, Imedi TV, Formula & Mtavari.

Research work  
meetings during  
the visit:

- With the National Museum researcher, who works with national costumes and traditional attire — Guliko Kvantidze
- With the scientist archeologist who discovered Vani treasures — Darejan Kacharava
- With the Art Palace archive keeper



# PATRON CLUB

THE IDEA FOCUSES ON  
GEORGIAN  
DIGNITY ENDORSEMENT

Patron club is an online-platform to support and patron the upcoming exhibition by funding loans and making impact on the exhibition progress.

A special web-page created, where progress of loans funding is visible. A person can either fund a whole piece or its part.

Every donator and patron gets a "thank you" note next to the piece exhibited.



Salvador Dalí, Portrait of the prince Gourielli, 1954

E.G. "IT BECAME POSSIBLE TO BRING  
SALVADOR DALÍ'S PAINTING  
WITH THE KIND SUPPORT  
OF MR. & MRS. SHERVASHIDZE"

GEORGIAN



GEORGIAN

INFUSION

INFUSION