



THE CRUCIBLE

Inspiring Creativity in Everyone

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The Crucible Announces Hot Couture 2017 "The Beautiful Ones"

with Theatrical Finale "The Origin of Love" Designed and Directed by
Crucible Founder Michael Sturtz

Friday, November 18, 2016 — OAKLAND, CA — Since 2007, The Crucible has presented its annual hottest of haute industrial chic fashion show of wearable art. The theme for **Hot Couture 2017 "The Beautiful Ones"** was inspired by the boundary-defying showmanship of Prince, which embodies what The Crucible wants for its unique fire and fashion show: innovative artistry, iconic fashion, perpetual creativity, bold vision, and tons of love. As Prince recognized the value of collaborations and working with talented artists, The Crucible encouraged its designers to build strong runway presentations that personify diversity, funk and excellence in all its forms with models, collaborative performance and celebration of the intersection between arts, industry and fashion.

Twenty-three designer teams submitted, and 11 were selected: **New:** Sherman Chastity Couture (Ira D. Sherman Design, LLC); One Human Family (Devlin Shand, Erika Pappas and Clay Richardson); and Lizzie Uscanga. **Returning:** Briana Schweizer and Meggie Pina; Medium Reality with electroBaroque and The Oakland Mind; miss velvet cream with Dao Pow Industries; Mercy Daae with Erin Shredder, Byrd Pappas, Patrick Lawrence, Reiko Yoshino and Vanessa B. Lee; Candia Designs; and Lisa Jones & Ron Tomassini. **Model Casting Call takes place at The Crucible, 1260 7th Street, Oakland, 94607, December 16th from 6-9:30pm.**

For the fire-filled grand finale, **Crucible Founder Michael Sturtz** returns, bringing his uniquely theatrical spectacle back to The Crucible stage. Collaborating with some of the West Coast's most talented aerialists, hand balancers, and contortionists to craft a story about **The Origin of Love:** *When the earth was still flat and the clouds made of fire, and mountains stretched up to the sky, sometimes higher. Folks roamed the earth like big rolling kegs. They had two sets of arms, they had two sets of legs. They had two faces peering out of one giant head, so they could watch all around them as they talked; while they read. And they never knew nothing of love. It was before the origin of love... you will never guess what happens next.*

"Drawing inspiration from the creative genius of Prince, Hot Couture 2017 will be the most spectacular event of the year," said **Executive Director David Miller**. "We're excited to welcome back some of the most innovative and creative designers who were part of last year's show, and thrilled to introduce five new designers whose work people will be talking about for months. The event will start with music by **Pam the Funktress** (Prince's DJ) and end with a new theatrical piece by **Crucible Founder Michael Sturtz**. We've pulled out all the stops for this year's event, and we're looking forward to sharing our Crucible magic with the Bay Area!"

Bay Area Radio Personality Sterling James returns to host Hot Couture 2017 "The Beautiful Ones." The four-night event takes place at The Crucible, 1260 7th Street, Oakland, 94607. Ticket prices range from \$55 to \$115, and are available online at www.thecrucible.org and in person at The Crucible.

About The Crucible

The Crucible is a 501(c)(3) non-profit arts education organization that fosters a collaboration of arts, industry, and community. Through hands-on training in the fine and industrial arts, The Crucible promotes creative exploration and expression, reuse of materials, and innovative design. As an accessible arts venue for the Bay Area, The Crucible is a catalyst for individual growth and vibrant community connections. Known for one-of-a-kind industrial arts education programs, The Crucible is also highly regarded for its innovative performances and events.
<http://thecrucible.org/>

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