



GARDEN ENCOUNTERS WITH PICKUP

Take a walk around the beautiful gardens at Rosendal, Stockholm, with a Dataton PICKUP™ audio guide and enjoy unexpected encounters between modern poetry and avant-garde fashion.

IT IS HARD to put a label on the *Poetry meets Fashion* exhibition at Rosendals Garden in Stockholm. Is it a fashion show? A poetry reading? A guided walk in the garden? Or all three?

“The idea was to unite poetry and fashion,” says Fredrika Berghult, project manager for *Unexpected Encounters*, a program of events at Rosendals Garden. “I chose a student from the leading design school in Stockholm, Manjou Huhtamäkis, and one very well known writer, Katarina Frostensson. The result of the meeting is this exhibition.”

The next step was to create a sound environment to enhance the poetry. “I started to think about museum audio guides. I envisioned visitors being able to wander freely around the gardens and greenhouse, guided by a PICKUP. That way they could listen to the poetry wherever they wanted.”

Transponders in the trees

Designer Manjou Huhtamäkis’ latest collection is inspired by poems from the *Karkas* anthology. Huhtamäkis’ clothes are literally direct interpretations of the poems and made in heavy weight paper from Munken. The poems for the audio tour were recorded by Katarina Frostensson herself.

The new collection and the poems are presented in the gardens and greenhouses at Rosendal, Stockholm. Visitors walk around the exhibition with a PICKUP audio guide and can listen to the poems that have inspired the creations. Transponders, the triggers for each poem, are placed next the garments and among the trees in the apple orchard.

“The audio tour really adds a new dimension to the sights and fragrances of the gardens and greenhouse,” says Fredrika Berghult. “Katarina Frostensson has been translated into many languages so we hope to mount the exhibition in other countries, too.”

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Photos: Fredrika Berghult

The audio tour and exhibition, Poetry meets Fashion, runs until September 11, 2005, at Rosendals Garden, Stockholm..