

Etablissement d'en face presents:

LUCY MCKENZIE

unveiling 02.05.08 at 7pm

lecture 30.05.08 at 7pm

Lucy McKenzie is asked by Etablissement d'en Face to propose a project for the empty signage on the gallery's façade. The artist has recently graduated from Van Der Kelen Logelain, the private school of decorative painting in Saint Gilles where she studied, among other techniques, traditional sign writing.

Her artwork is a personally designed and executed typographic sign announcing the galleries presence on Rue Antoine Dansaert. Like anything produced by a professional sign writer, McKenzies' painting responds to the identity of the space and takes into consideration its context, a street inhabited by many small independent businesses; from designer trainer boutiques to cheap call shops.

The artists' use of archaic methods is not intended as nostalgic. Rather she is interested in the way fine art can be used to enable practices undervalued in present contemporary culture and explore notions of quantification, labour, talent and visual generosity.

Lucy McKenzie is an artist from Glasgow living in Brussels

Etablissement d'en face projects
Rue Antoine Dansaertstraat 161
B-1000 Bruxelles
t 0032 2 219 44 51
ets_den_face@skynet.be
www.etablissementdenfaceprojects.org