

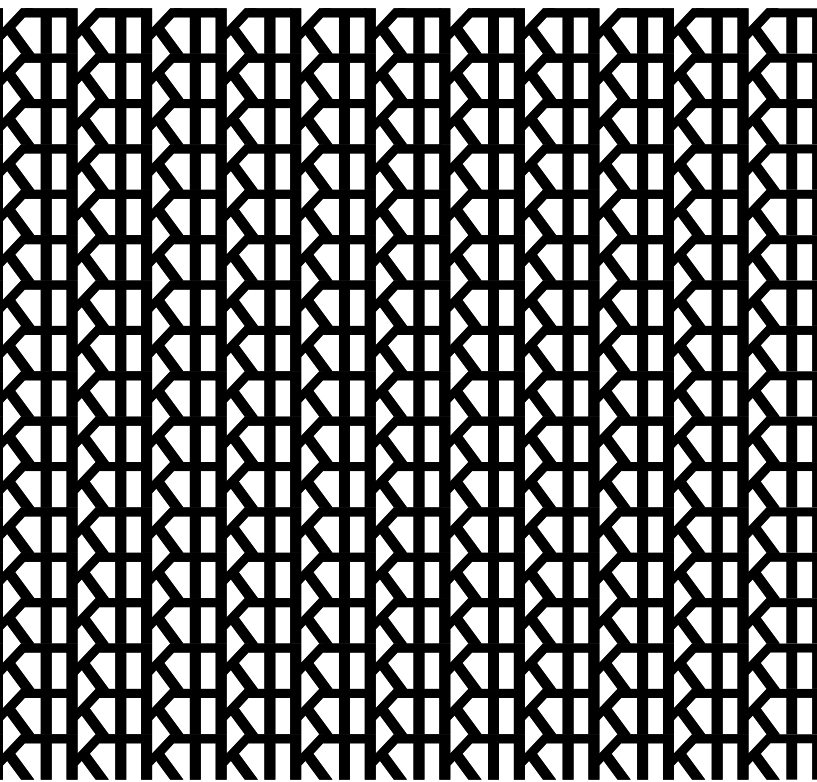
**PERSONAL SHOPPER
FROSCHAUGASSE 4
8001 ZURICH**

5-20 NOVEMBER 2021

OPENING HOURS

THURSDAY & FRIDAY 1-6PM

SATURDAY 2-5PM



INFORMATION & VISITOR SURVEY

What kind of shoes are you wearing today?

Which online fashion retailers do you use? Do you use any at all?

Farfetch

Moda Operandi

MR PORTER

Mytheresa

NET-A-PORTER

SSENSE

Other: _____

Is today a good day?

yes no so-so

I prefer to wear black. Which is your favorite colour to wear?

Should the total cost of the items in the shopping bag become the price of the artwork itself?

yes no

How much money have you spent on fashion in the past 12 months?

This exhibition is a bit depressing. What do you think?

The previous tenants of this shop just moved into a larger, much nicer space. Indeed, many shops were forced to close in recent months due to the ongoing COVID-19 pandemic, and the changes this has caused to consumer behaviour. Everyone shops online now.

For the painting on display I printed screenshots of my shopping bag on farfetch.com. (Actually it's my friend's bag, who is an online retail fashion expert, constantly shuffling items between their virtual wishlist and virtual shopping bag, but rarely clicking through to the payment page.)

Once the shopping bag screenshots were inkjet printed onto the canvases, I brought them to a silkscreen studio near the textile capital of Switzerland, St. Gallen. In fact, many of the high-end luxury brands in my shopping bags get their fabrics produced in St. Gallen, including at this very studio. The attic of the studio is filled with hundreds of screens made in the past decades.

The patterns and the screens is one of the company's main assets, a huge pattern library. Not neatly organized and safely archived, but used for years, regularly, until they break. The attic is dusty. In the winter temperatures drops below zero, whereas in summer they soar beyond the mid thirties. It looks somewhat like Andy Warhol's Factory in the 1970s. Everything is possible here.

Have you been to place where you feel eveything is possible?

My work there consisted of reusing patterns made to decorate fabrics for the runways of Paris, Milano and New York. After the selection process Martin, who owns the place, decorates the rough, pixelated screenshots with bold patterns. The handcraft against the digital print — the beautiful colors sitting on top of the ink — is plain to see.

We made a few small mistakes at the beginning of this process since we are not printing onto silk, but onto primed cotton canvas — every material reacts differently. But I realised the mistakes are great. Don't we all love mistakes? Some brands send stained jeans and shoes dripping with paint down the runway. Fake artists' clothes. The stains on my canvases are an artistic quotation of art on fashion imposed onto art again.

For the seven-panel , almost 13m long Farfetch shopping bag on view here at Froschaugasse I chose a pattern from a single screen. The olive green painted shape — organic and sprawling —, reminds of a splash, or camouflage. It grows out of the canvas like mould or moss. The sickly white canvas now appears somewhat apocalyptic.

Do you like the exhibited artwork?

yes no

How come?

I wanted the painting to be brutal and beautiful. A portrait of our fragile and ambivalent time, and yet something which transports us into a new utopia, or at least creates a space for the new, because that's what we need: something new.

Conversation Piece (1974) by director Luchino Visconti is one of my favorite films. Burt Lancaster's elderly professor was forced to deal with Helmut Berger's young lover: the new was forced upon him without asking for it.

Or how in Pier Paolo Pasolini's Teorema (1968), the mysterious figure known only as "The Visitor" appears in the lives of a family and their household, giving them a meaning, seducing them, asking for nothing in return, but then leaving behind a suicidal void upon its sudden, yet inevitable departure.

What is your favorite film?

I sleepwalk. I've walked through cities and woken up in beds other than that which I fell asleep in. I've come to in hotel lobbies, locked out of my room. Neither I nor my doctor are worried, but it is quite something. Have you had any similar experiences?

Have you ever organized or attended a clothing swap meet? If not, what do you do with your clothes when you no longer need or want them?

yes no

Would you recommend Personal Shopper to a friend?

yes no

Overall experience

Excellent 5 4 3 2 1 Poor

THANK YOU

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