



Photo Credit: Flavio Karrer
Personal Shopper, Farfetch, Shopping Bag, Eur 35098.00, 2021 Panel 1 of 7: 140 x 180 cm. Overall dimensions: 140 x 1260 cm Acrylic, EX-TS-FF, pigments and inkjet print on primed cotton. Courtesy of the artist.

**PERSONAL SHOPPER
5-20 NOVEMBER 2021
OPENING NOV 5, 3-8 PM**

**THURSDAY & FRIDAY 1-6 PM
SATURDAY 2-5 PM**

**FROSCHAUGASSE 4
CH-8001 ZURICH**

**I SHOP THEREFORE I AM. OR: WHO WORE IT
BETTER: ART OR FASHION?**

The exhibition PERSONAL SHOPPER provides us with fitting tools for asking ourselves questions about authorship in art and fashion, and at the same time addresses the structural change from physical retail shops to buzzing e-commerce platforms.

In doing so, the exhibition takes as its theme an interrelationship that has always been marked by special chemistry: fashion and art, art and fashion. Hardly any cooperation seems so promising when leading fashion brands join forces with the talents of the art world. Art and fashion: the visionary duo?

PERSONAL SHOPPER shows paintings in oversized canvas format that reproduce screenshots (inkjet print on canvas) of so-called shopping bags and wishlists by the artist from online fashion retail stores such as Mytheresa, Ssense, Mr Porter, Farfetch or Dover Street Market. But in contrast to the wishlists usually based in digital space, these now materialise as analogue manifestations, printed with sometimes traditional, sometimes contemporary floral patterns, chain-link fencing and Chanel tweets. True to fashion, the screenprints were realised in collaboration with a well-known manufacturer in St. Gallen who produces fabrics for the very same fashion companies whose products are inside the shopping bags. In fact, some of the screens used for the canvases were identical to those used for Chanel, Dior or Hermes.

Despite the logomania of the high-end fashion industry, the author of this exhibition remains anonymous. Visitors can decide for themselves whether it is worth visiting the exhibition if it remains unclear who or what is behind the invitation to an exhibition. For the artist, on the other hand, it opens up a liberating opportunity to place the exhibition in the spotlight of the application instead of promoting the artist's own name. If the name embodies a promise or generates an expectation, the self-chosen anonymity creates endless possibilities, an appeal of mystery.

And finally, the exhibition also raises the question of the value of art operating closely in fashion. Should the total cost of the items in the shopping bag become the price of the artwork itself?

The exhibition was realised with the support of Pro Helvetia.

**SHARE YOUR WISHLIST
#PERSONALARTSHOPPER
#RETAILAPOCALYPSE
#ISHOPTHEREFOREIAM**

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