

# SWEETWATER,

D'Ette Nogle

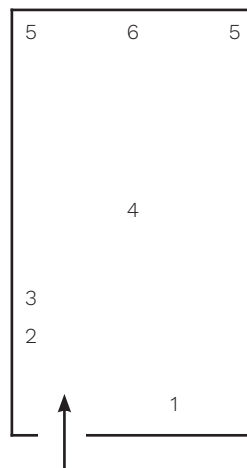
*Before Ye*

April 17, 2025 – May 31, 2025

Before Ye, and before Tadao Ando, Ezra Pound took interest in the Malatesta Temple, an unfinished cathedral in Rimini. Upon learning of the heavy damage sustained by the building in World War II, Pound authored two “forbidden” cantos in which he rallied for a revival of fascist Italy. After the war, the temple was reconstructed from its rubble by the Monuments Men.

Before Ye, in 1971, Chris Burden was shot in the left arm at a gallery called F-Space in a performance titled *Shoot*. Three years later, for *Trans-Fixed*, Burden's hands were nailed to a Volkswagen; the car's engine was revved for two minutes, with a shirtless, crucified Burden on its roof.

In 2013, Kanye West founded Yeezy, a fashion brand. In 2021, he legally changed his name to Ye. In 2022, Yeezy's collaborations with Adidas and Gap were cancelled following anti-semitic remarks posted to Twitter by Ye. After a marketing spree in early 2025, Ye announced that Yeezy stores are coming soon. As of April 17, 2025, no such stores exist.



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| 1. <i>Before Ye Video</i> , 2024<br>Storefront video for Before Ye store, featuring photographs taken in front of 24844 Malibu Road in Malibu, CA on February 9, 2025 and images of California performance art from 1969 to 1979, digital video file, monitor, monitor stand<br>12 minutes and 41 seconds, looped | 4. <i>Articulated Mannequin as Chris Burden on Volkswagen</i> , 1974, 2025<br>Polypropylene mannequin on stand<br>168 x 160 x 123 centimeters |
| 2. <i>Poster: Ye's Ando</i> , 2025<br>Printed poster, clips<br>69 x 46 centimeters  | 5. <i>VW Beetle Start</i> , 2025<br>Digital audio file, digital audio player, speakers<br>23 minutes and 43 seconds, looped                   |
| 3. <i>Poster: Pound's Tempio Malatestiano</i> , 2025<br>Printed poster, clips<br>69 x 46 centimeters  | 6. <i>Black Clothing Rack</i> , 2025<br>Clothing for sale, marked BY-01 to BY-37<br>Various sizes   |

D'Ette Nogle (\*1974, US) lives and works in Los Angeles. Recent solo exhibitions include *Dime Store D'Ette* at Derosia (New York, 2024), *Materialoutpost: Incountry* at the American Legion Post 206, organized by Hannah Hoffman (Los Angeles, 2024), and *'|'* at Sweetwater (Berlin, 2020). Her work has also been included in group exhibitions at the Franz Hals Museum (Haarlem), Fluentum (Berlin), Halle für Kunst (Lüneburg), Bonner Kunstverein (Bonn), and the Hessel Museum (Annandale-on-Hudson), among others; she was also included in the 2012 edition of *Made In LA* at the Hammer Museum (Los Angeles) and *Sonsbeek 2001* (Arnhem). Nogle received an MFA from the University of California, Los Angeles in 2000.