



Grand Cru

Egon Van Herreweghe

for lovers of art and wine

01



02



03



04



05



06



07



08



09



10



11



01

Château
Angelus
Saint Emilion, 1990
36 × 11 × 11 cm
€ 400

02

Château
Grand-Puy-Lacoste
Pauillac, 1976
36 × 60 × 11 cm
€ 1200

03

four bottles
of red wine
36 × 60 × 11 cm
€ 1200

04

Château
La Lagune
Haut-Médoc, 1996
36 × 30 × 11 cm
€ 800

05

Château
Pontet-Canet
Pauillac, 1982
36 × 20 × 11 cm
€ 600

06

Château
Léoville Barton
Saint Julien, 1990
36 × 40 × 11 cm
€ 1000

07

Château
La Fleur-Pétrus
Pomerol, 1999
36 × 30 × 11 cm
€ 800

08

Château
Léoville Poyferré
Saint Julien, 1974
36 × 60 × 11 cm
€ 1200

09

Château
Lafite – Rothschild
Pauillac, 1976
36 × 11 × 11 cm
€ 400

10

Château
Haut Brion
Pessac-Léognan, 1987
36 × 20 × 11 cm
€ 600

11

Château
Latour
Pauillac, 2003
36 × 30 × 11 cm
€ 800

The best wines combine tradition with innovation. That is precisely what Egon Van Herreweghe demonstrates with his new exhibition *Grand Cru*.

Van Herreweghe selected 11 rare Grands Crus at an online auction. The exhibition consists of an installation of 11 barite photos tucked inside wine crates. The images have not been fixed, so they are sensitive to light. As a result, the photo will slowly turn black once the crate is opened. The artist has made four editions and one artist proof of each of the 11 works of art.

The Grand Cru photo series confronts collectors with the desire to enjoy the contents. What happens if you can only discover the work once? And why would you keep a crate if you've never seen its contents?

The artist invites the viewer to play an active part in a story of frivolity versus preservation. The owner will have to decide whether to save the wine for later or to open the crate straight away.

Van Herreweghe creates installations in which he scrutinises the impact of advertising on our lifestyle. He breaks the myth of the 'artistic genius' by copying everyday products. The result of his work is often both witty and shocking. Examples include a wooden living room for millennials, metres-high lingerie and screen prints made from coffee, in honour of George Clooney.

In his second solo exhibition at Hopstreet Gallery in Brussels, Van Herreweghe gladly calls the annus horribilis that 2020 has been so far his *Grand Cru*.

You can visit the exhibition, purchase your favourite wine and take it home with you or you can place your order via bank transfer to Hopstreet Gallery, IBAN BE95 3900 3426 0758; please state the title of the work. When collecting your order, you can discover the exhibition.

The gallery is open from 3 to 19 December on Thu, Fri, and Sat and on Sunday, 20 December from 13:00 to 18:00.

More information on www.hopstreet.be

