

Grand Cru
Egon Van Herreweghe

November 11 - December 20, 2020

Press Release

The best wine combines tradition with innovation. That is exactly what Egon Van Herreweghe demonstrates with his new exhibition 'Grand Cru'.

Van Herreweghe selected eleven rare Grand Cru's at an online auction. The exhibition consists of an installation of as many barite photos, each time hidden in a wine box. The photos are unfixed and therefore sensitive to light. This will make the photo slowly turn black as soon as the box is opened. Of the eleven works of art, the artist has made 4 editions and 1 artist proof.

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

The artist invites the viewer to take an active role in a story of frivolity versus preservation. The owner will have to make a choice: either you save the wine for later, or you open the box immediately.

Van Herreweghe creates installations with which he examines the impact of advertising on our lifestyle. He breaks the myth of artistic genius by imitating everyday products. The result of his work is often as witty as it is shocking. A wooden living room for millennials, meters long lingerie or screen prints with coffee, in homage to George Clooney. In his second solo exhibition at Hopstreet Gallery in Brussels, he likes to call the annus horribilis that 2020 has been so far his 'Grand Cru'.

Hopstreet Gallery
Rue Saint-Georges 109
1050 Brussels, Belgium
Open Th / Fr / Sa 13-18h
hop@hopstreet.be
www.hopstreet.be

(Due to the current restrictions the exhibition is only accessible online until further notice.)