

# THE KNITWEAR BOUTIQUE

The Knitwear Boutique (Le magasin de pull) is an **exhibition, a shop** and the act of an **opera**.

Its plot is **Beaudelaire's flâneur** turning into a **woman** doing her shopping.

The sound track turns the space into a stage, where the art-viewers are also actors and clients.

The garments on sale are **blue and brown jumpers**, which operate as conceptual pre-texts.

They are not particularly interesting as such in an art context, but they 'embody' very specific discourses and represent social and cultural signifiers, thus questioning notions of creativity and contemporary artistic practices in a humorous and de-sacralised manner.

Blue and brown sweaters are 'basics' or 'classics' and represent quality as well as a form a timeless bourgeois taste. The blue sweater is worn by French police, gendarmerie, marine and most business men all over the world. They represent a form of power and as such, they look good on everybody. The brown jumper is another timeless bourgeois item, but is more 'earthy'. The lighter it gets, the more bourgeois it becomes (Kayne West, Burberry's beige). Unlike the blue jumper, the brown one needs a narration, a brand or a name to become sexy (like 'le camionneur' by margiela). In this particular project, brown and blue sweaters are symbolic of a discourse of power based on the 'creative' interpretation of tradition, which is being re-performed. 'Zombie formalism', 'zombie figurative/ bad painting'...'zombie creativity'

This piece is part of a series exploring what 'wearing something' involves in

terms of social and political meaning and in relation to contemporary art practices. The French term 'porter' takes on different meanings depending on context: 'porter' un message (to convey a message), porter le nom de son mari (to take ones husband name), porter une charge (to carry a burden), porter sa croix (to bear your cross), porter un personnage à l'écran (to perform, to embody), une voix qui porte (a voice that carries well), porter un coup (to hit well)...



Margiella

The shop is a space where one chooses amongst a range of objects, something to buy, to possess, to take home. The question of choice and subsequent actions of shopping is applied here to contemporary art practices in terms of their production habits, their relation to theory and art criticism as well as their calls for proposals where juries get to choose from a catalogue of candidates.

The set design will create a unity using recycled materials as a requisite, not only as an ecological gesture but also as a politically engaged practice. At the same time it will try to embody a form of luxury.

It will take place in or around Montpellier in spring or summer 2021.