

JAKOB BRUGGE

GOOD POLO BELT PREP

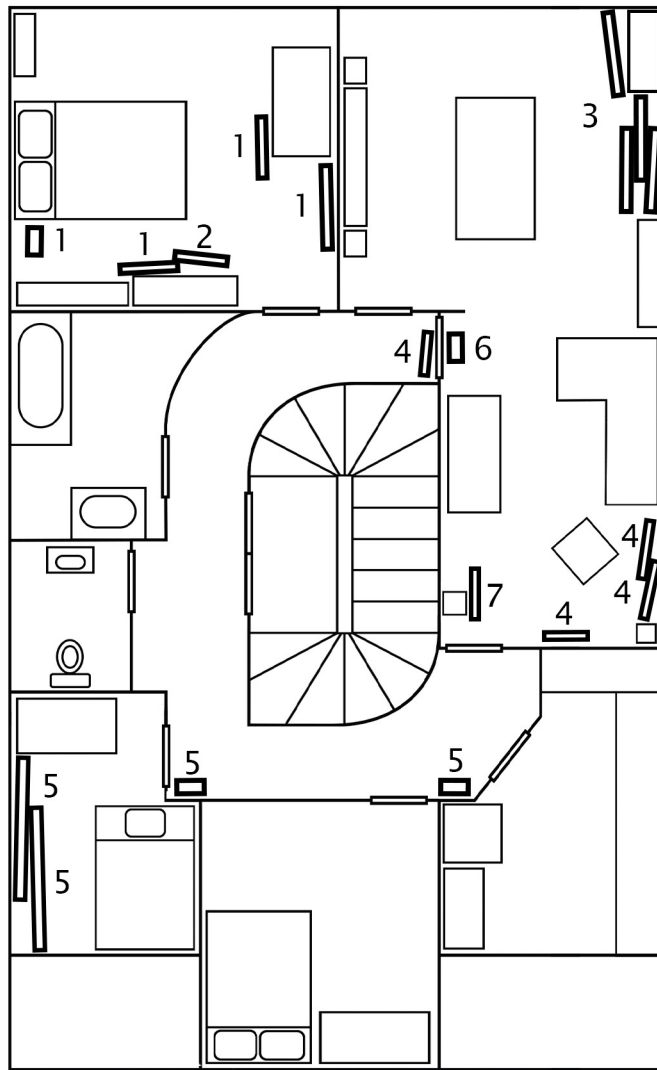
Etablissement d'en face is pleased to present GOOD POLO BELT PREP, an exhibition of four sculptures by Jakob Brugge.

Welcome

This is an exhibition of clothing hanging in cases leaning against things. The clothes are sculptures of objects made of their same material – fabric used to depict fabric. The cases follow a similar logic and are used to display evidence in a courtroom. And the things belong to a group of young men.

- A. A Boy Scout's uniform — a proxy for an organization that both enables boys to learn to become men and for men (primarily scout leaders) to pretend to be boys. It is an image of adolescence, of growing pains, of the tension between individual achievements (the mountains climbed) and collective identification (the friends made along the way). It's a higher calling in khaki — whereby shared knowledge becomes shared values and in turn a shared sense of duty.*
- B. A uniform of a different sort, a kind of camouflage of the conventional. The polo is a calm, confident communicator of social equilibrium, but despite this and its ubiquity, it's somehow still untrustworthy. From the classroom, to the convention center, to the country club, it manages to be both victim and perpetrator, bully and bullied, both aspirational ("an Arnold Palmer please") and dismissively indifferent ("that's enough thank you"). A nostalgic picture of assimilation or maybe more of a cleanser – a kind of cotton equivalent to antiseptic.*
- C. Denim was designed to be durable, an ideal conveyor of identity. Jeans are about expressing "who I am" and "how I feel". Self-identification from the waist down. An off the shelf individualism at any price point. Their legacy is utopian, but their history is unsentimental. Backbreaking labor turned into a pre-ripped fantasy. Casual Friday rolling into dad behind the barbecue Saturday. Stylized subversion becoming an identity crisis for sale.*
- D. A source of warmth and protection from the elements (or whatever life might throw your way) — a peaceful and fuzzy feeling on the inside, a teflon coated windproof polyester on the out. The jacket communicates a kind of prepared competence that suggests the military alphabet – Papa Romeo Echo Papa. It's a tactical approach to the weather. It answers a need, a personal concern for protection and visibility without the implications of being highly visible (hi-vis). It's the ideal barrier between a fragile, permeable self and the so-called-real-world.*
- E. The case gives structure, puts it all into perspective. It's a format taken from the judicial system of the United States. An institutional framework lending context as well as credibility to otherwise ordinary objects. It is a pedestal made for specific things, for a specific place, designed to communicate feelings and to emphasize physical traces – scratches, spots, specks, and flecks — indicators searching for a cause. Here, there's no signs of use, no marker of the life behind the things. The case becomes an outside-in armature emphasizing emptiness.*

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|---|---|
| <p>1. "G" "O" "O" "D"
2020
Cotton, Velcro, Evidence Display Case</p> | <p>2. "O" "O"
2022
Leather, Bronze, Evidence Display Case</p> |
| <p>3. "P" "O" "L" "O"
2020
Cotton, Evidence Display Case</p> | <p>4. "B" "E" "L" "T"
2021
Cotton, Leather, Bronze, Evidence Display Case</p> |
| <p>5. "P" "R" "E" "P"
2022
Fleece, Cotton, Polyester, Evidence Display Case</p> | <p>6. "P"
2022
Cotton, Evidence Display Case</p> |
| <p>7. "S"
2021
Cotton, Evidence Display Case</p> | |