

DEPARTMENT OF ART AND ART PROFESSIONS

**Press Release
For Immediate Release
Contact:**

**DENIM
curated by David Rimanelli
80WSE Gallery
February 2-March 12
Reception February 2, 6 – 8 pm**

New York, NY – Jan. 18, 2010, the 80WSE Gallery is pleased to announce DENIM, an exhibition curated by David Rimanelli, NYU Faculty and Artforum contributor. *DENIM features* an eclectic mix of historical and contemporary artists including Knut Åsdam, Tom Burr, VALIE EXPORT, K8 Hardy, Hanna Liden and Klara Liden, Jack Pierson, Rob Pruitt, Michael Smith, Andy Warhol, and Karlheinz Weinberger.

The artists in *DENIM* explore the multifarious connotations of a material that began its life as a fabric for work clothes, but has become, over the past few decades, a material for fashion, both instant and high-end couture. For Rimanelli, however DENIM does not refer only to fashion but functions as psychic material, sheathing ideas that range from the erotic to the implicitly revolutionary.

Denim's cult status as a rebel uniform emerged in the public mind largely through classic Hollywood cinema—fir instance, Marlon Brando in *The Wild One*, James Dean in *Rebel without a Cause*, and Marilyn Monroe in *The Misfits*, and later as the preferred style for certain subcultures, for example gay subculture, as can be seen in Kenneth Anger's *Scorpio Rising* and *Kustom Kar Kommandos*; or, returning to Hollywood, William Friedkin's controversial *Cruising*.

DENIM, these cinematic references commingle with denim's "high-art" associations, which have become ingrained through the '60s image of the "artist-worker," exemplified by minimalists like Robert Morris, or by Carl Andre, habitually attired in overalls. Andy Warhol is a key figure in this respect, both in his own sartorial inclinations but particularly in his art and films.

The **80WSE Gallery**, located on Washington Square Park is directed by artist and NYU Steinhardt Faculty member Peter Campus. It is an extension of the NYU/Steinhardt Art program.