

TOBIAS KASPAR

HOLIDAY

Presentation in the project space
April 25 – May 31, 2014
Opening: Thursday, April 24, 6-8 pm

On the occasion of Tobias Kaspar's exhibition "The Air on the Way to the Oyster", which will open at Kunst Halle Sankt Gallen on Friday, April 25, Galerie Peter Kilchmann is happy to present Kaspar's installation "Holiday" (2013) in the project room. Kaspar designed "Holiday" primarily for his solo exhibition at Midway Contemporary Art in Minneapolis, US, 2013.

The installation, which presents Kaspar's new jeans line "Holiday", consists of different objects that are characteristic for a fashion store: two dressing rooms, with curtain, chair and mirror, in which the jeans can be tried on. In front of the dressing rooms, a set of jeans is hanging, in all available sizes, on a clothes rail, next to it there is a classic exhibition bank placed. Framed Polaroids, two white glowing monitors and the lettering "Holiday" further decorate the setting, and serve as an announcement and promotion of the new jeans.

A few days before the exhibition opening at Midway Contemporary Art, the institution invited its board members to a preview at which the new jeans – produced by Midway and designed by Tobias Kaspar with fashion designer Joy Ahoulou – were presented in form of a photo shoot. Board members and friends, wearing white "Holiday" jeans, posed in different constellations before the eponymous gas station "Holiday" on the opposite side of the street. The photographs that emerged at this so called "dress rehearsal" are included in a small booklet attached to each pair of jeans.

While for Kaspar's installation at Midway the foyer was remodeled and repurposed in a stage for the presentation of the jeans, the gallery shows "Holiday" in its project space. During the exhibition, the jeans can be tried and are available as limited editions.

The white "Holiday" Jeans collection follows Kaspar's blue jeans from 2012 that were presented in the fashion shop Andreas Murkudis in Berlin.

Tobias Kaspar, born in Basel in 1984, studied at the Hochschule für Bildende Künste in Hamburg and at Städelschule in Frankfurt. He lives and works in Rome. Until May 3, new works will be shown in his first solo exhibition in Brazil at the Kunsthalle São Paulo. In 2013, as in 2012, Kaspar's work was presented in the gallery and 2012 in the Halle für Kunst in Lüneburg in solo exhibitions. His work has been amongst others on view at Artists Space in New York (2013), Palais de Tokyo in Paris (2012), Kunsthaus Bregenz (2011), Hamburger Bahnhof in Berlin (2011) and the Kunsthalle Basel (2011).

For jeans orders, further information or images, please contact Sabine Leuzinger:
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The artist wishes to express his gratitude and thanks to John Rasmussen and Megan McCreedy at Midway Contemporary Art, Minneapolis and all participants at the photo shooting.

All photos for "Holiday": Marina Pinsky
Graphic design for "Holiday": Pascal Storz
Midway exhibition views: Gene Pitmann



Exhibition views:
Tobias Kaspar, Holiday, 2013
Installation at Midway
Contemporary Art,
Minneapolis, US, 2013

“Dress Rehearsal”
during preview at Midway
Contemporary Art,
Minneapolis, US, 2013

