

LADY LIBERTY LIBRARY ABOUT



Join Artist Brishty Alam and fashion designer of Studio Hassan, Dalia Hassan in dialogue on their recently released digital and analog look book and joint-publication with Palais des Beaux Arts Wien, highlighting the Kleiner Brauner sweatshirt series and project. Studio Hassan Handbags on view too. Both give view into their respective design, art, and cultural practices.

Brishty Alam—The Wearables

Text: Nina Prader

A publication usually refers to an edition such as an artist book, a pamphlet, or a magazine. However, included in this format is also the notion of "the multiple". A multiple is a small or large number of stickers, patches, bags but not limited to articles of clothing such as scarves, sweat and T-shirts, or even socks and underwear. Also known as "wearables", it is an age old format, Indie bands use it for merch; sport teams, youth groups, and social movements as markers for encoded identities and counter-culture.

At artist book fairs, multiples have become a standard fixture, as less people read and buy publications but rather shell out for what as known as "a bundle"¹, i.e. a sweater, magazine, and tote bag. Thereby, also showing and emanating support for a unique community or parcel of ideas.

The hand-made jumper edition "Kleiner Brauner" by Brishty Alam takes the notion of the multiple a step further by positioning it in the art world as a wearable and collectible artwork, and self-determining garment for belonging as a solo and collective endeavour.

Like the imprint of a magazine, the inscriptions in the material of the jumper tell the story of its maker and making. Instead of paper, the soft, organic cotton base is hand-dyed in bright colours from light and bright citric lemon to medium saffron to dark turmeric. The fabric is unisex and 'made proudly in Bangladesh'. The text is embroidered lettering on this soft page, reading cursorily "Kleiner Brauner". A "kleiner Brauner" in Viennese coffee house culture is a term for an espresso with a shot of milk and life quality boost. Alam reclaims this term as a patch and sweater for her own identity as an artist living in Austria in the diaspora.

Who wears this sweatshirt? "People are always looking for the answers," Alam notes, but to her, it is important to maintain an open projection on the project. The people, wearing the publication, become living pub-

lications, and perhaps the bright jumper tones are more suited to melanin-rich complexions. Is this the formation of a movement, procession, or fashion trend? The article of clothing opens up questions about cultural translations and their effects. Is it more precise to call it a sweat shirt or a jumper? Does the American English term allude to the labor involved in creating a work? Or, does the British English evoke layers of activity? What connotations and translations occur with the term "kleiner Brauner" in German, in Austria, or elsewhere? It is like a reverse anglicism, turning the German into a Denglish third culture term. Are there common and/or different parameters? And, do new meanings emerge? The jumpers inscription protects itself from potential attackers and becomes an armor for a growing counter-cultural squad. Its distribution and power imprinted on the bodies that wear it. First worn during the off-space opening at Ve.Sch Kunstverein—a Viennese off-space— by DJs and creative allies. The sweatshirts assembled, gathered, and danced. Each individual, sporting a unique copy with dignity, visibility, joy, and their own style. As a group or edition, the jumpers are statement pieces, no longer acting alone. There is safety in numbers.

¹ Information references Kemi Fatoba, publisher of Daddy Magazine at Indiecon Conference in 2020



LOOKING BACK

On June 23rd, playwright, poet, and artist Giuliana Kiersz (@giulianakiersz) hosted her reading and writing workshop "Another possible story" focused on feminist storytelling as an approach to create new stories. Reading and discussing fiction and non-fiction texts and taking them as a starting point to explore different creative writing exercises. The focus was on authors that reflect on the tensions and relationships between feminism, coloniality and language.

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Images

Cover & Centrefold:
Artwork Brishty Alam

Inside:
Artwork Dalia Hassan
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Wearables—Kleiner Brauners from Vienna to Berlin
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