

The Loop, March 14, 2012

Neuberger Museum of Art

The Fashion Moda Store



Marc Blane, Glass Wine Bottle, 9"H

The Neuberger Museum of Art at Purchase College is presenting The Fashion Moda Stores, 1982, Selections from Documenta 7. This is an exhibition of approximately thirty of the small sculptures, wearable art, and ephemera that were made in multiples and sold in the Fashion Moda "stores" at Documenta 7, the modern and contemporary art exhibition held periodically in Kassel, Germany.

The objects are drawn from the museum's permanent collection. Included in the show are works by sixteen artists, among them Richard Armijo, **Marc Blane**, Stefan Eins, Jenny Holzer, Kiki Smith and Tom Otterness. The exhibition will be on view through May 6, 2012.

Fashion Moda (1978-1993) was a non-for-profit art gallery and performance space, founded in 1978 by Stefan Eins, a self-described "gestalter" (designer, conceptualist) in an abandoned store in the South Bronx, to bring together the establishment art world and local community artists. The idea was to create a multi-cultural project that would spawn synergy between "downtown" and "the street."

The impact of the collaboration was immediate and elements of street life graffiti, construction detritus, and protest, for example began to appear in the work of the downtown artists.