

October 21– December 22, 2017

# AB[SCREENWEAR]

## *Get a room*



Ab[Screenwear]. Photo: @jeniafilatova. Model: @zennovart.

For the first time in its thirty-three year history, Postmasters will present an exhibition of contemporary garments from Ab[Screenwear], founded and designed by Olya Petrova Jackson.

"The body is our general medium for having a world"<sup>1</sup>—it is an interface. Ab[Screenwear] positions the screen as an extension thereof. Conceptual, made-to-measure, and meticulously crafted, the garments reference the materiality of the screen, most explicitly with light-responsive dichroic panels and mesh that reveal or conceal the wearer's skin or phone (what the designer describes as "technology's skin"). Such ultra-current material choices are juxtaposed with traditional luxury fabrics like Italian leather, Merino shearling, and silk.

To rephrase the Merleau-Ponty quote above in this context, the screen is our medium for being in the world. A new statistic about the deadening hours we spend in front of screens is a regular topic of the clickbait newscycle. Ab[Screenwear] is screen positive. The typical one-to-one experience shared with a device is instead integrated into the bodily designs of the garments, encouraging broadcast. Today's intimacy is exposure.

The exhibition design brings together two other private experiences—e-commerce and appointment-only retail—into a public setting driven by commerce: the gallery. A non-linear timeline of the brand that incorporates tactile media, like touch screens and fabric, overlaid with the projected online shop, is shown alongside a fitting room that transforms into a private space for one-on-one appointments. Garments are organized into three categories, which are the building blocks of the line: Screenwear, Softwear, Everywear. A fourth category, Capsule Wardrobe, derives from these three modes of dress, preselected for those who *Get a room* by signing up for a personalized fitting at [abscreenwear.com/appointment](https://abscreenwear.com/appointment).

<sup>1</sup> Mary Rose Barral, *Merleau-Ponty: The role of the body-subject in inter-personal relations* (1965).

## POSTMASTERS

postmasters 54 franklin street nyc 10013 212 727 3323

postmastersart.com

postmasters@thing.net

MoMA's first fashion exhibition in seventy-three years, *Items*, asks in its subtitle, "Is fashion modern?" Fashion is contemporary. Dress is cultural—economic, functional, sociological, political, technological—and garments are enmeshed in networks of peopled exchanges. *Get a room* thus provides a rare opportunity to experience dress as it is lived.

Ab[Screenwear] was founded in 2015. The line's debut presentation at Postmasters during New York Fashion Week in February 2017 was reviewed in *Forbes*, *The Cut*, and *WGSN*. Additional features include *Bullet*, *Office Magazine*, *Buro 24/7*, *BON*, *Metal*, *Harper's Bazaar*, *Elle Russia*, *Metro UK*, *Cosmopolitan Russia*, and *Nylon*, among others. Beginning with what is now the label's signature item—a 21st century take on the leather jacket—Ab[Screenwear] has since expanded into a full line with a modular approach to dressing. It is seasonless and evolves in releases. The result is a minimalist capsule wardrobe with garments designed to layer and expose; most are reversible and can be worn with extensions to create new ensembles. Ab[Screenwear] upcycles material "leftovers" into new, one-of-a-kind fabrics, hand-crafted into collectible, lifelong pieces.

### Credits /

@anrevvm / code

@bedj / video

@jeniafilatova / photography

@e\_\_tat / multimedia

@zennovaart / starring

### Thank yous /

@crosbystudios

@i\_ira & @kulachek

@rogerforlovers

@statepr

abscreenwear.com

abscreenwear.shop

@abscreenwear

#iscreenthereforeiam #RGBisthenewblack