



ZABLUDOWICZ
COLLECTION
20 YEARS

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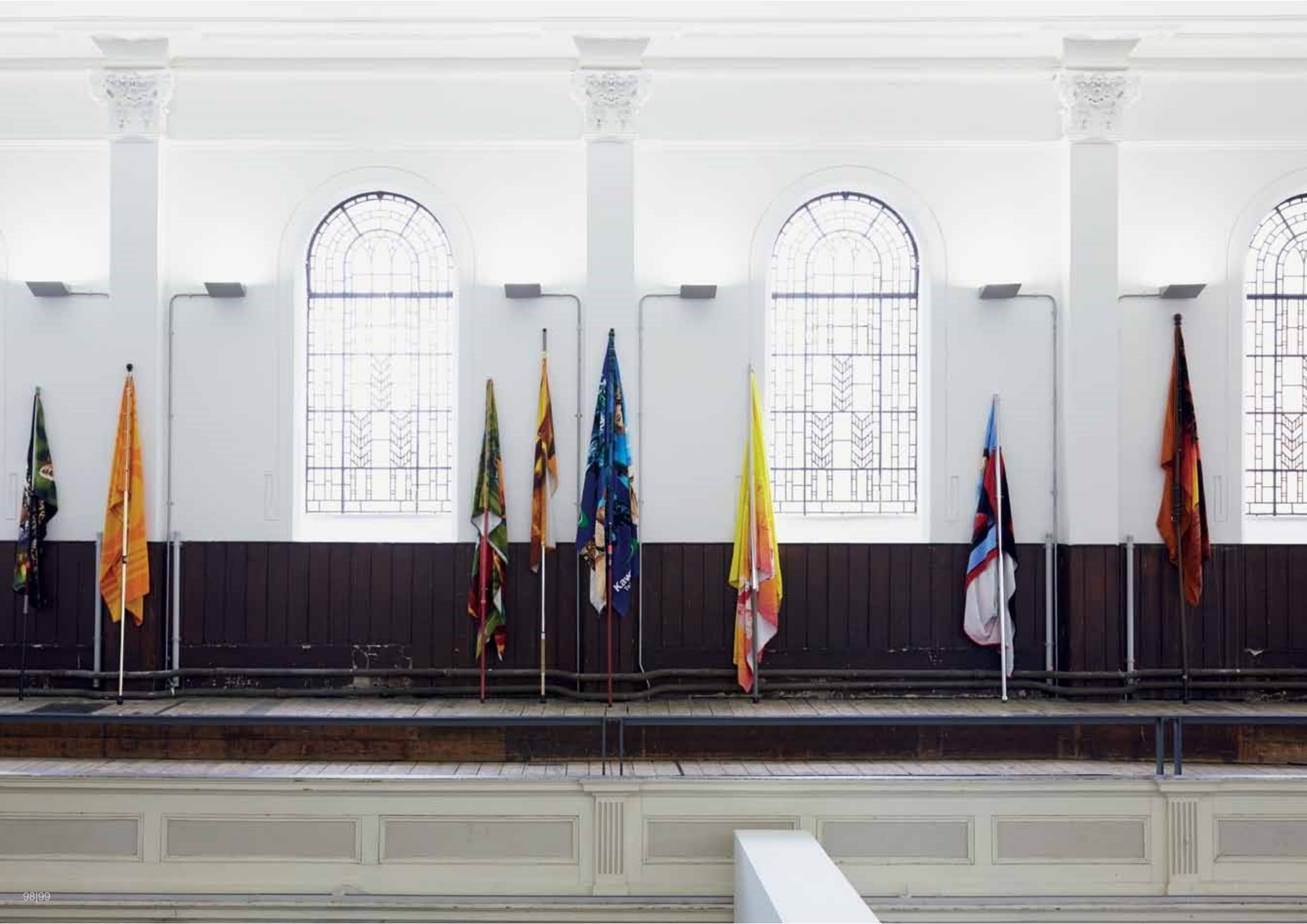
INTRODUCTION

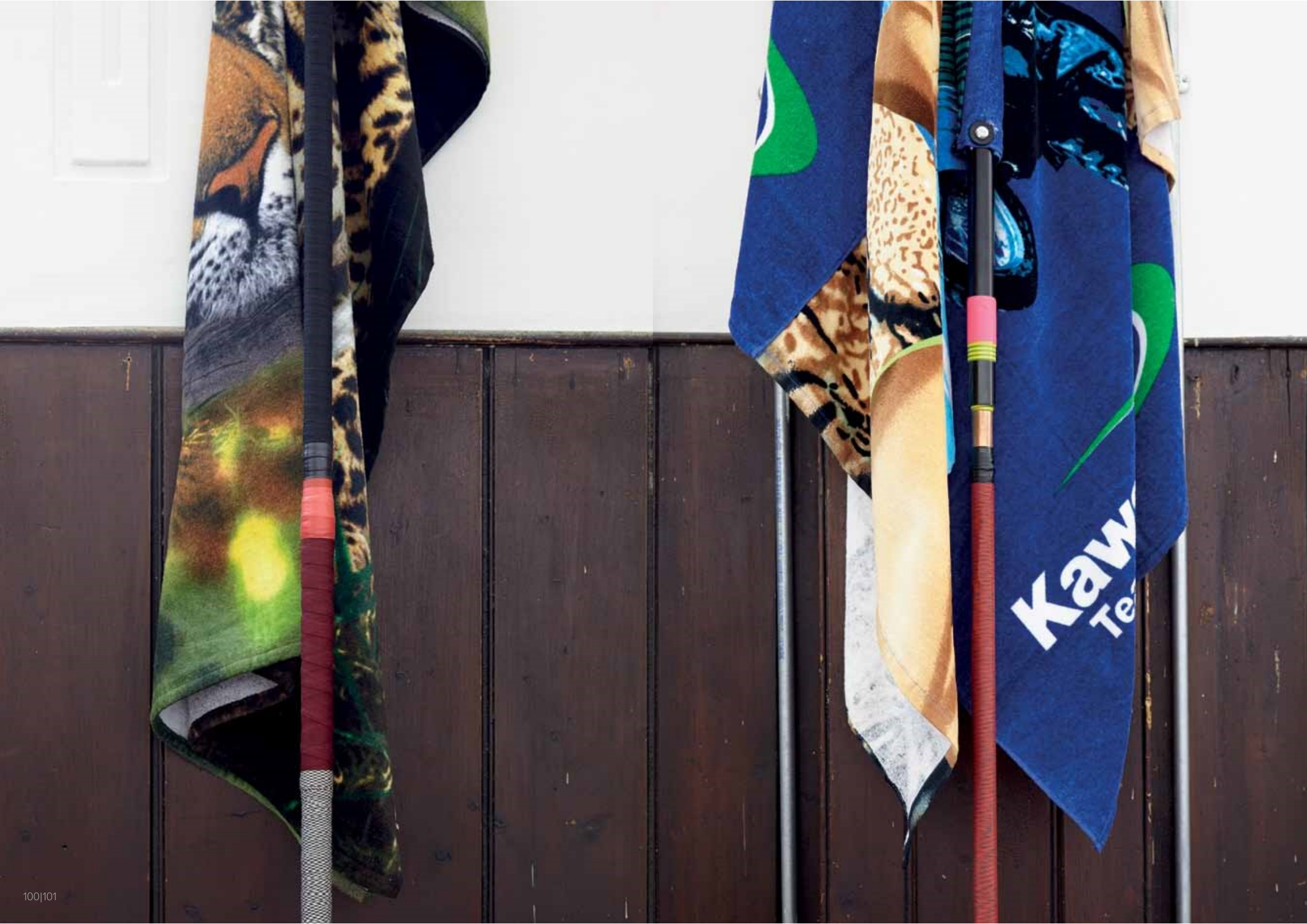
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ZABLUDOWICZ

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Alexandre da Cunha on *Velour Series*, 2005–06

Velour Series was the first time I used beach towels. The piece began as a sort of commission for a show at ICA London in 2006, *Around the World In 80 Days*, curated by Jens Hoffmann. Each artist was to be given a chapter of the book and then make a work based on it, although it didn't quite function this way in the end. The idea of the flags ... well I was already collecting towels but I didn't know exactly what I was going to make with them. Then the theme of the show led me to think of the flags and national symbols, so basically using the things that I collected when I was travelling, as if they were representations of countries. But it's more of a suggestion. It's actually less about countries and more about identities, or different tribes of beach user.

I bought the towels in markets, or online. In this work most of them were bought while I was on trips, including Brazil and the Caribbean, although a few of them I bought here in London. I guess most of them originally come from China. I used them just as they came; they are not dyed or changed. But each pole has two different towels

fixed together with little buttons and fixings I added. The images on the towels include sunsets, parrots, some kind of nautical theme, palm trees, a topless motorbike girl, Barbie, a Ferrari and two tigers.

I didn't want to make the image really clear; the towels fall and furl naturally behind the poles when they lean. For instance, on the Barbie towel you can't really see her. When you look closely you see bits of the image; body or animal. But it is definitely part of the work to not reveal the whole thing. And you don't always see in images, but every single pole has different details – like little door knobs and rings and strings. Things that I've added to these curtain poles, domestic things. On the motorbike one there is a certain kind of motorbike tape I have used. So there are little nods to the personalities. I like to think about who might relate to those towels. If you had these designs in a shop there would be a certain type of person who would buy a Barbie towel, for instance. I guess it's more about age or style than nationality.

Excerpt from studio interview recorded 19 December 2014

