

Image essay

Pascale Gatzén

Artist contribution – April 13, 2005

For *Open 8*, the editors invited Pascale Gatzén to make a visual contribution, more specifically in reaction to *The Regime of Visibility* by Camiel van Winkel. As a fashion designer, Pascale Gatzén is primarily interested in fashion as a formal system of codification and production of meaning. Gatzén won international fame with photos of clothing she made herself, which were published in various fashion magazines. Her clothes are meticulous recreations of the two-dimensional images of clothing as presented in fashion spreads in magazines such as *Purple*, *i-D magazine* and *Vogue*, but rather than interpreting the items of clothing from the fashion spreads (the collaborative interpretation of designer, stylist and photographer) as derivatives of an original, as representation, Gatzén treats them as something that can be treated as inspiration, as source. By photographing the remake and presenting it alongside the photo from the fashion collection on which it is based, Gatzén manages to liberate the image from the representation, or, put more precisely, opts to revise image and representation in a way that transcends their limitations.





Photo Reuters



Photo Jiri Buller



Photo ANP

Pascale Gatzert (the Netherlands) is a fashion designer.

Tags

Aesthetics, Design, Image

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