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ART AND FASHION

ARTLOG

MAGAZINE

BROWSE

Olivier Zahm Curates for BLK DNM

Mallory Passuite



Purple Fashion Magazine's Olivier Zahm outside BLK DNM's Purple in 3D window display. Courtesy of BLK DNM.

Downtown fashion brand BLK DNM turned a year old yesterday, and it has marked the occasion with a month-long, in-store installation titled *Purple in 3D*. For the project, a collaboration with *Purple Fashion Magazine*, BLK DNM's Johan Lindeberg enlisted *Purple's* Olivier Zahm to curate a collection of artworks. The selection—scattered about BLK DNM's Lafayette flagship store and uniformly framed in white—includes dozens of pieces by artists like Aaron Young, Max Snow, Wes Lang, Olaf Breuning, Robert Longo, George Herms, Jeremy Everett, and Spencer Sweeny.

And behind the art, lies more art: layers of large-scale printouts from

Purple's latest issue paper the store walls. Images include a Terry Richardson photograph of the pink-haired Charlotte Free, *Radioactive Mushrooms* by Takashi Homma, pasty Brock Enright portraits by Max Snow, and a few artfully bare bums and breasts—*Purple*'s requisite T&A.

Robert Longo signed posters and Slutever premiered her new short film at an afternoon event in the store, and a party at the Standard Hotel also celebrated the opening of André Saraiva's *Love Letters*, now on view at Half Gallery.

The installation, which continues BLK DNM's devotion to creative energy in downtown New York, will remain on view through the month of February. In addition to a collection of rare and vintage books, the store's permanent pieces include a starred Aaron Young triptych, an André Saraiva "Mr. A" tag, and a Richard Phillips Lindsay Lohan portrait installation that covers an entire wall.



Blown-up images from *Purple* cover BLK DNM's walls behind the framed works. Courtesy of BLK DNM.



Robert Longo posters. Courtesy of BLK DNM.



The artist Max Snow and *Purple Magazine* publisher Olivier Zahm installing the temporary exhibition at BLK DNM. Courtesy of BLK DNM.



Artist Robert Longo signs copies of his poster at the event on Saturday.
Courtesy of BLK DNM.