

StyleDrive

Exhibition 14 October 2017 – 4 March 2018
Stedelijk Museum 's-Hertogenbosch

You are what you drive. In contemporary society cars play a bigger role as cultural signifiers than jewellery. Style profiler Ellie Uyttenbroek is curating a photo exhibition of contemporary style profiles, drawing on the car as an extension of one's identity, and on the jewellery collection of the museum.

The Stedelijk Museum 's-Hertogenbosch has one of the largest collections of modern and contemporary jewellery in the Netherlands. These objects have a closer affinity with fine art than with fashion and style. The collection is made of 'cultural jewellery' with little meaning in contemporary street culture. In everyday life products like mobile phones, handbags and cars have taken over the signaling and display function of jewellery.



Otto Snoek, Milaan, Corso Vittorio Emanuele II, 2009

StyleDrive explores how these objects of cultural jewellery can be given an new lease of life. Starting out with twenty culturally different style profiles, Ellie Uyttenbroek has teamed up with the photographer Otto Snoek. Armed with jewellery by Pablo Picasso, Emmy van Leersum, Meret Oppenheim, Hans Appenzeller and others, the duo create contemporary genre scenes of people and their lifestyle. The results will be shown on billboards, invoking the commercial public space.

The project questions the clichés surrounding artistic jewellery as the people shown wearing it are from a completely different world. The use of today's car as an item of contemporary jewellery leads to unexpected combinations, in which the artistic jewellery blends with the lifestyle of the user.

Ellie Uyttenbroek

Style profiler Ellie Uyttenbroek (1965) is known for style project Exactitudes, on which she has been working since 1994 with the photographer Ari Versluis. Inspired by their mutual interest in identity and style, the duo has been systematically charting different social and cultural groups.

Otto Snoek

The Rotterdam photographer Otto Snoek (1966) likes to show people 'in action'. His eye for everyday human situations is remarkable. To capture the exciting moment in a simple action requires keen concentration and plenty of patience. His images are so penetrating because he is on top of his subject and his personalities. This was the reason why Ellie Uyttenbroek chose to invite Otto Snoek for StyleDrive. This is their first collaboration.



Otto Snoek, Rotterdam, Karel Doormanstraat, 2007

Visitor Information

Stedelijk Museum 's-Hertogenbosch

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www.sm-s.nl

Opening hours Tuesday - Sunday from 11.00 to 17.00 hours.

Closed on Mondays (also closed: Carnaval, King's Day, Christmas Day and New Year's Day).

Press Contact

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