

Shiffman, Allyson, "We're Obsessed with Artist Bozidar Brazda's Unisex Basics," *Bullett Media*, February 18, 2015.

BULLETT

We're Obsessed with Artist Bozidar Brazda's Unisex Basics

February 18, 2015 2:36 pm | By [*Allyson Shiffman*](#)



Some might argue that the more decadent clothes that come down the runway during New York Fashion Week are artworks in themselves. Similarly, some might argue that the artworks by Bozidar Brazda on view at Lower East Side gallery Shoot the Lobster are clothes (Hint: they are).

Untitled *Unisex Basics*, the exhibit (or is it a collection?) features t-shirts sweaters, hats and socks, sparsely installed (or are they hung?) throughout the subterranean space. As the name indicates, the garments are gender neutral. This is reflected in the neutral expression on "Masky," the face that reoccurs on both latex and knit shirts.

"I like the intimacy of fashion," says Brazda. "Art tends to be overly precious – it's untouchable. A garment is ultimately meant to be touched or worn."

Though it's obviously *fitting* (pardon the pun), it was sheer luck that Brazda's show coincided with fashion week. As the artist notes, what transforms garments to art (a distinction that likely has significant implications on an item's value) is context. "A garment becomes art when it is retired from use or treated as a museum piece."

Meticulously hung on the walls of Shoot the Lobster, Brazda's works are certainly art. But they beg to be worn, particularly "Masky." "The latex t-shirt, although traditionally meant to be formfitting was cut to fit loosely," he says. Thankfully, the items aren't intended to live on the wall. "I prefer when fashion is alive."

Unisex Basics range in price from \$50-\$900 and can be found at Shoot the Lobster, 138 Eldridge Street, New York.

