

BERNADETTE CORPORATION

BRIANNA CAPOZZI, EMMA WYMAN







Shoprite























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THE EVOLUTION OF AN ENIGMA

Bernadette Van-Huy is an artist and a founding titular member of Bernadette Corporation. The collective's recent solo exhibition at Greene Naftali features half-drawn erase board canvases and plinths scribbling metaphors between cosmic and currency inflation. Value-drained pennies scattered on plinths are seen next to sketches of mathematical equations, chemical compounds and Leonardo da Vinci marked with inherent erase, like palimpsests awaiting a rewrite of meaning. I talked to Bernadette about the collective's work past, present and future, and like a palimpsest it too was reedited by her.

Bernadette Van-Huy: "Interview" is such a funny word. It's so blunt. It's to the point, and then chop off half of that. When I was young, I was in a Chinese restaurant, and I wanted to find out the kind of tea they served, because I liked it. I asked the waiter, "What kind of tea is this?" and he shouted, "Hot tea."

Matthew Linde: Maybe then I'll start with an anecdote from the show, which might be altogether shallow. I noticed at the opening seeing these super young, fashiomable people.

BVH: Yeah, that was a nice surprise. I wasn't expecting that.

ML: It was interesting to see this social relation still preserved in the spirit of BC today. Some of them talked to me where the afterparty might be with hushed excitement.

BVH: Were they still in school?

ML: Yeah, they were like twenty years old with an ostensible encyclopedic grasp of BC. I suppose I'm mentioning this as a segue to discuss the mythos of the collective. It seems every other interviewer confers you through this. Why do you think BC has received such cult status?

BVH: It's just breaking the rules. There are so many rules in place, that are deeply rooted, sublimated, unspoken. When one is broken, there's this huge release. You can still sense the energy even years later from photos.

For example, in our society, a person is technically alone, and has to fight to survive and succeed. That's like standing on an existential cliff, each and every day of our lives. And it acts like an invisible control mechanism. It keeps the population in line. A person for the most part, is going to submit, do what's socially accepted.

When BC started, our project was very much about contending with these control mechanisms. Under the guise of fashion.

ML: Right. I think BC's approach, this sort of fashioning distance, has had a profound effect on the deportment of many artists today. What do you think about this? Do you keep abreast with much art?

BVH: I don't, so I can't say. I keep up with the art my friends are doing, but that's the extent of it.

ML: And what about fashion?

BVH: I crammed so much fashion information into myself when I was in my twenties, but after that I just stopped. Cold turkey.

I've only looked at fashion maybe five times since then. It's usually because we're about to do an exhibition and then we decide it'd be funny to make a photo shoot again, to reference our fashion past. And then, because I have to pick out clothes, and choose models, I get exposed to a lot of content.

ML: So it's only ever project-based research?

BVH: Yes.

Continued on Page A6

RIHANNA
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By VIVIANA

Rihanna stepped out of the shadows and into the light, confident and fierce in her new role as a designer. She had always been a trendsetter, but this time she had truly outdone herself. Her collection, inspired by the legendary Bernadette Corporation, was a true masterpiece. The Corporation was renowned for its unique de designs and radical pieces, and it was rare to see their pieces in a different context. Rihanna knew all about the history and reputation of the Corporation, and she used it to her advantage, creating a small collective of artists in the early 1990s, but quickly gained recognition for their bold, subversive work. They pushed the boundaries between art and fashion, and their designs were always challenging the status quo.

But despite their underground influence, the Corporation's influence had reached far beyond the music industry.

Even Rihanna, one of the most iconic figures in the music industry, was not immune to their influence.

When she had first seen the Corporation's work, she knew it was unlike anything she had ever seen before.

And it spoke to her in a way that no other design could.

As she strode down the runway, wearing the jacket with pride, she was aligning herself with a movement.

A movement that valued creativity, and resistance.

People continued to stand by her.

Rihanna paid them no mind, knowing that the jacket was not for everyone.

It was divisive and polarizing, but that was the point - to challenge boundaries.

In that moment, Rihanna was a symbol of change, a symbol of a movement that was challenging the cultural landscape.

BERNADETTE CORP

tive of artists, writers, and critics. The collective approached fashion from a non-disciplinary approach, challenging conventional notions of beauty. Bernadette Corporation's publications, and fashion collections, were widely acclaimed and media, and critique. Some of Bernadette Corporation's most famous publications include "Reena Spaulings," "How to Dress Yourself," and "How to Be a Fashion Designer." Their book "Reena Spaulings: How to Dress Yourself" became a best-seller and inspired a generation of young designers.

ML: You create your own fashion cycles.

BVH: I'm like a fashion cicada.

But you know what happens each time I look at fashion, every four or so years? I see my work copied in all different corners of the internet. The plagiarism in fashion is an epidemic.

There's a way I work – I like to inject things where they don't belong. For example, I have a literary tendency. But I like to carry out that tendency, not in literature. Because when I do express it there, in its native form, I don't find it as beautiful or exciting. So it's an odd art that I like to practice. And one that's privately perverse, because the expression won't be found by many who might appreciate it, and neither will it flourish fully in the place where I plant it, since I'm a little outside of that place. It's like creating my own medium. That's when my voice comes out.

But so when I turn on my internet to fashion stuff and see my work copied for things like a Kardashian product endorsement Instagram shoot... it feels pretty surreal. When Demna takes one of my or BC's ideas, and reproduces it with Balenciaga bucks behind it, and then splashes its brand name on it... or when Juergen Teller knocks off a BC shoot, for a Marc Jacobs campaign, and pockets a cool million (?) for it, I just have to say, Demna, Juergen, why don't you kick some of that loot over my way? A commission, a collab? You know it's the right thing to do. Be more like Supreme, who collaborates with artists for the use of their work. Many of my friends and I, we're all completely incompetent when it comes to the practical side of life. Kick a corner of that loot my way, save us from playing Lotto every week.

ML: The speed of fashion is dizzying. Reporters were sometimes banned from the early Parisian couture shows in an attempt to curb design piracy, which was rife among American manufacturers. Now of course it's much less linear, as you indicate. Speaking of systems of value and chronology, the press release of the recent Bernadette Corporation show at Greene Naftali alludes to an analogy between cosmic and currency inflation. Could you talk on this?

BVH: Our starting point for the show was the financial uncertainty of these days, since we're all experiencing it on some level. The precarity, inflation, energy prices, huge erasures of financial worth, the erasure of the middle class.

We chose coins – pennies, dimes, nickels – as sculptural material, because with the recent inflation, they've been rendered completely worthless. And we made drawings on white erase board, again, emphasizing erasure of value, which in this case, includes the artist's mark. We were prepared for the whole show to get erased at the opening!

We mentioned the cosmos in the press release for different reasons. Usually in uncertain times, people turn to methods of trying to divine and influence the future – consulting oracles, reading tea leaves, praying. Another reason for mentioning the cosmos is to enlarge our perspective. To refresh our thinking, get it out of the rut of thinking only of our small, mundane reality. And another reason is that we hope that the cosmos re-enters our perspective in a big way. That we stop thinking in terms of a small, mundane reality.

The founding principles of modernity – which in my opinion, still dictate our perspective – these principles define the human as in a vacuum, from the cosmos as well as from each other, basically as an economic unit. They make us prejudiced in favor of vacuums and alienation, progress and technology. It's this mindset that is really obsolete.

But just the way religious fanaticism held sway for well after any use value, we need to live through a long period where these deeply second nature mindsets, like the modern one, are so clearly out of date, so clearly detrimental and bankrupt, for a mind shift to happen. That mind shift moment could be now.

The show is in part, like a procession, from earliest times, through the ages, and then is like a cursor prompt pointing at this very moment. Meaning that what we say, and do, (how we conduct ourselves towards each other), at this moment, is really important.

ML: How would you like to end the moment of this interview?

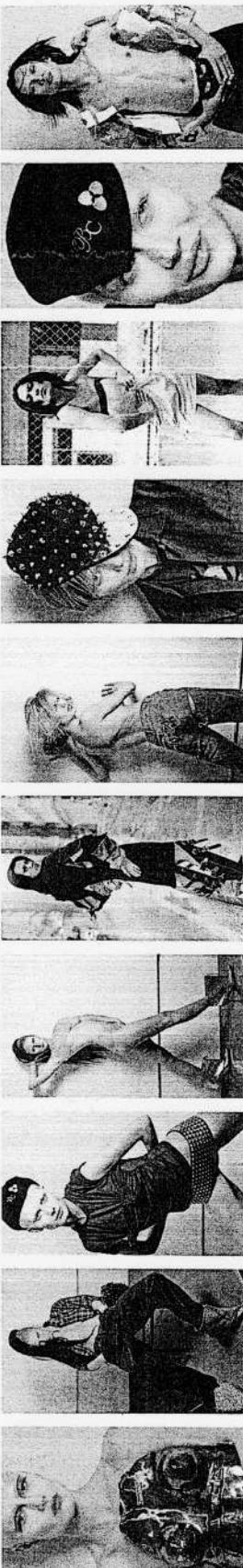
BVH: Let's say a few words about Rihanna – I decided recently I would end all my interviews with her!

I'll ramble off a few things I love about her... She's so larger than life. When you see her up on a jumbotron, that's her true size.

Yet she's 150% humble.

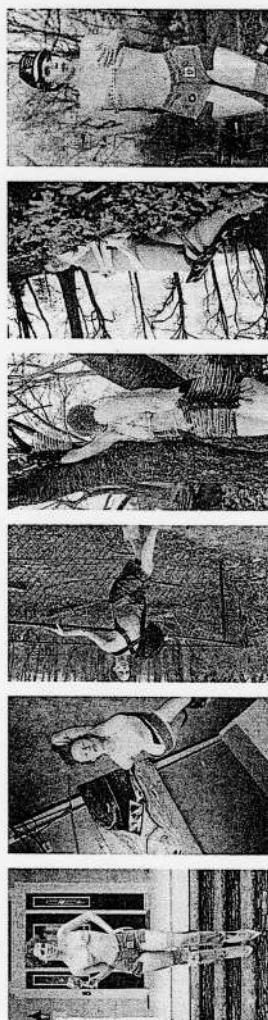
She's the lord of fun.

I love how she did that great Super Bowl choreography in a relaxed swagger. Instead of that hyper-pumped, bursting arteries, crazed aerobics-instructor face that some performers do.



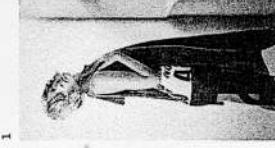
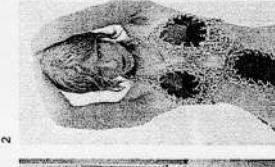
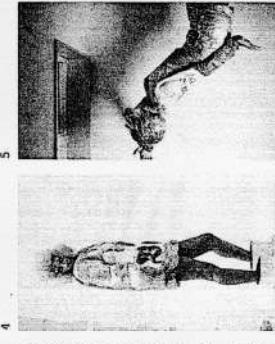
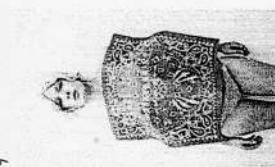
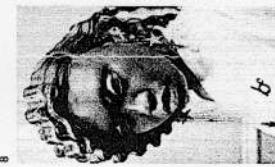
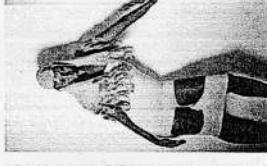
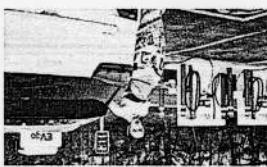
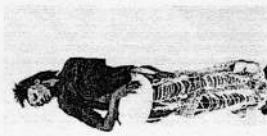
1 Juli wears St. Marks Fragment, 2022, sculpture by Alix Vernet as top, gold name plate necklace by Bernadette Corporation. 2 Camilla wears all clothes by Bernadette Corporation, wig headpiece by Camilla Deterre, studded hat worn on jeans stylist's own, lace boots by All-IN. 3 Juli wears cap by Bernadette Corporation, studded belt stylist's own, 4 Camilla wears wig head piece by Camilla Deterre, top by Bernadette Corporation, 5 Apollo wears boots by ALL-IN, 6 Juli wears Antirax jeans by Bernadette Corporation, denim gloves and lace boots by ALL-IN, leather shin guards stylist's own. 6 Juli wears Antirax jeans by Bernadette Corporation. 7 Juli wears workwear shift by Bernadette Corporation, 8 Apollo wears dress by Bernadette Corporation, 9 Juli wears cap by Bernadette Corporation, nipple mesh top by Vaqueira. 10 Apollo wears nameplate necklace by Bernadette Corporation, collage jacket by Brianna Capozzi, underwear and jeans stylist's own.

photography BRIANNA CAPOZZI, styling EMMA WYMAN, models JULI KOCEMBA @ NEW YORK MODELS, CAMILLA DETERRE @ ELITE, APOLLO, hair TSUKI, makeup YUMI LEE, casting (apollo) ATON CRAWLEY, production CHLOE MINA, photography assistant HEDI STANTON, stylist assistant SIERRA ESTEP, hair assistant YUKIE YAMASAKI. All Bernadette Corporation archive courtesy Greene Naftali, Chloë Sevigny, and Bernadette Van-Huy.



1 Bella wears cut-out jeans by Bernadette Corporation, latex flower necklace worn on leg by Vex Latex, belt bra stylist's own, lace boots by ALL-IN. 2 Bella wears lace stretch dress by Bernadette Corporation, studded belt stylist's own, denim leg warmers and lace boots by ALL-IN. 3 Bella wears studded harness sleeve top by Miss Claire Sullivan, studs, sleeves, and shorts stylist's own. 4 Bella wears bone harness by Bernadette Corporation, studded face mask, sleeves, and shorts stylist's own. 5 Bella wears bodysuit and scarf by Vaqueira, leather shin guards stylist's own, lace boots by ALL-IN. 6 Bella wears cut-out jeans by Bernadette Corporation, belt bra stylist's own, hat courtesy Brianna Capozzi.

photography BRIANNA CAPOZZI, styling EMMA WYMAN, model BELLA ANSELMI @ APM MODELS, makeup MICHAELA BOSCH, production CHLOE MINA, photography assistant HEDI STANTON, stylist assistant SIERRA ESTEP. All Bernadette Corporation archive courtesy Greene Naftali, Chloë Sevigny, and Bernadette Van-Huy.



1. Nancy wears gold foil print wool dress and gold necklace by Bernadette Corporation, shearing headpiece by Vaquera. 2. Nancy wears scarf worn as top and gold nameplate necklace by Bernadette Corporation, chain and leather belt and vintage Chanel quilted bag from Albright Fashion Library, gold necklace by Kenneth Jay Lane, denim bikini bottom by Agent Provocateur. 3. Lauren wears felt and chain skirt by Bernadette Corporation, printed tube dress as top by Anna Bolina, chain necklace from Albright Fashion Library, cape courtesy Sonny Molina. 4. Marcy wears "Chiffon meets hair" headpiece by Andie Walker SS1992, dress by Brianna Capozzi. 5. Dara wears custom repurposed leather racing suit by Gogo Graham, lace boots by All-IN. 6. Perla wears all clothing by Pearls. 7. Born wears scarf on head and as top by Bernadette Corporation, faux fur cuffs worn as ankles stylist's own. 8. Mercy wears wool pinstripe top by Bernadette Corporation, muslin padded bustle by Miss Claire Sullivan, shredded denim jacket skirt and lace boots by All-IN. 9. Lauren wears all clothes by Bernadette Corporation, latex skirt by Anna Capozzi. 10. Lauren wears felt and chain skirt by Bernadette Corporation, latex skirt by Anna Bolina, chain necklace from Albright Fashion Library, cape courtesy Sonny Molina. 11. Lauren wears nameplate necklace by Bernadette Corporation, lace boots by All-IN. 12. Lauren wears nameplate necklace by Bernadette Corporation, lace boots by All-IN. 13. Perla wears custom studded cat suit and bustles by Brianna Capozzi. 14. Marcy wears shaved for coat by Bernadette Corporation, faux fur ear muffs worn as hat stylist's own, lace boots by All-IN. 15. Lauren wears all clothes custom by All-IN. 16. Perla wears gold body harness by Women's History Museum, skirt and bum pad by Brianna Capozzi. 17. Lauren wears scarf as top by Bernadette Corporation, shearing underwear by Brianna Capozzi. 18. Dara wears jersey top by Bernadette Corporation, earrings from Albright Fashion Library. 19. Nancy wears bandana, towel top, and trousers by Bernadette Corporation, multi hoop earring stylist's own.

photography BRIANNA CAPOZZI, styling EMMA WYMAN, models NANCY @ WE SPEAK MODELS, LAUREN FERN, MERCY SANG @ LULU MANAGEMENT, DARA, PERLA HANEY-JARDINE, BORN @ KOLLECTIVE, hair SONNY MOLINA, makeup JANESSA PARE, production CHLOE MINA, photography assistants HEDI STANTON, FRANKIE TYSKA, stylist assistants SIERRA ESTEP, MINJI KIM, hair assistant JOHN NOVOTNY, makeup assistant SABRINE SALEM. All Bernadette Corporation archive courtesy Greene Naftali, Chloë Sevigny, and Bernadette Van-Huy.