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I entitled my exhibition 'From nirvana till Now'. For this exhibition I have curated 5 different objects, including artwork made from a Graphic Designer.

This exhibition over all, will explore the influence grunge has had on art and fashion throughout the years. It will look at where, and how the grunge movement started, and the people that helped shape the movement.

I have decided for the exhibition to be located in the Capitol Hill Artist Warehouse, in Seattle. I thought it was important to choose a location in Seattle since that is where the grunge movement first originated.

The Capitol Hill Artist Warehouse is around 495 square feet in total. This room I believe to be a perfect size for this exhibition. I also feel that the weathered walls and distressed wooden floors fit the grunge theme, as in the grunge aesthetic more 'dirty' textures are popular. For this reason, I have also decided to paint the walls a more 'dirty' and 'dull' colour. Since the original colour of three of the walls were white I thought that wouldn't really fit the theme of grunge.

The Warehouse has all- natural lighting from the three windows which are in the room, which makes the room less bright.



Fig One

Close to the centre of the room I am going to place an iconic outfit from Kurt Cobain. This will be near the windows, so that the light will shine on it. As soon as people

walk into the room, this is the first thing they will see. The outfit will be placed on a mannequin for display.

I have chosen this outfit to signify the original grunge fashion. I decided on this outfit in particular because it is one of his most iconic outfits and when he was seen on MTV wearing this, it really made the fashion popular in the 90's. MTV'S constant airing of Nirvana made Gen Xers flock to the malls to buy these sorts of grunge-clothes. (Stafford, P. E. 2018) The original grunge fashion had a look that was very 'dirty', and was all about the lesser importance of self care. This look usually consisted of long, unwashed hair ripped jeans, Dr Martens and oversized knit sweaters which is a lot of what Kurt Cobain wore.



Fig Two

The second item in my exhibition is an outfit from Marc Jacobs Grunge collection. This will be displayed on a mannequin just to the right of Kurt Cobain's outfit, but facing the opposite way. I have chosen this to show the influence rock-grunge music has had on fashion nowadays. This collection from his took many inspirations from the grunge look including flannels, knitted sweaters band t-shirts and Dr Martens. And Kurt Cobain's iconic floral granny dress was red designed into a floaty chiffon. (Madsen. S, 2013)

Marc Jacobs released this clothing line in the early 90's when grunge was becoming very popular amongst the youth. It received a lot of mixed reviews from critics, but the lines made a comeback in 2018. I want to show people how some fashion today has taken some inspiration from grunge, and how designers have taken their own spin on it.

I was originally going to have the clothes displayed in a frame on the wall, along with Kurt Cobain's outfit. But I decided that having them be displayed on a mannequin would be much more effective, and this way people would actually be able to see the whole of the outfits.



Fig Three

This piece is a Ray Gun magazine cover designed by the Graphic Designer David Carson. This will be displayed on the wall to the right as you enter the room, and will be inside a frame. In this exhibition the connection of grunge to fashion has already been looked at, so I wanted to explore how visual art has been inspired as well. This piece was chosen because the typography in his magazine covers really helped shape the overall aesthetic of the grunge era.

On this Ray Gun Magazine cover, and in a lot of his other artwork, David Carson experimented with typography by ripping paper and remaking letters produced bold covers (Silka. P, 2016).

Overall in grunge, artists and designers emphasised the feeling of freedom and rebelling against society and the social norms. (Silka. P, 2016) They expressed this not only through music, but also in visual arts.

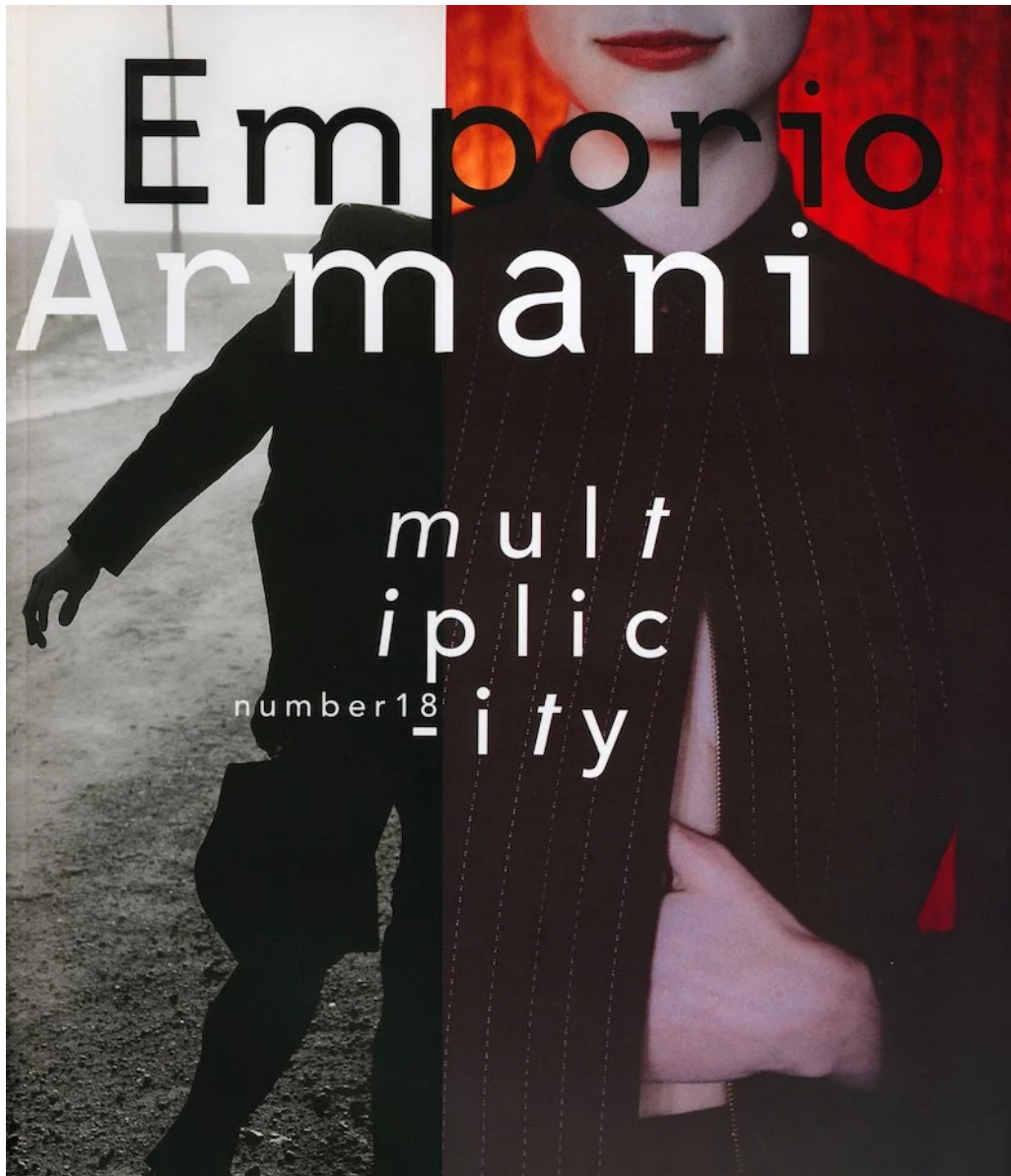


Fig Four

This is another Magazine cover designed by David Carson. This will be placed right next to the previous magazine cover of his. This is because I want to show how his own grunge styled work has changed and how the grunge aesthetic has developed overtime. By having these two magazine covers next to each other it will give people a good chance to see first hand how grunge has developed.

From looking at this magazine cover compared to the other one you can see that it has become more modernised and 'clean'. But the messiness of the typography is still similar. Also, the colour themes in both of these are very similar, using darker and more grunge like colours.



Fig Five

Lora Zombies work is heavily influenced by music and more specifically Grunge-rock. As said before, grunge styled art represents the feeling of freedom, rebelling against social norms and expression which is expressed through her own watercolour paintings. Again with this artwork, the colours are darker and fit the grunge aesthetic just like the magazine covers. It shows that there are similarities throughout all the grunge styled visual arts, no matter what sort of media it is.

Hand-drawn color key for the figures:

- Red = Fig 1
- Blue = Fig 2
- Yellow = Fig 3
- Green = Fig 4
- Cyan = Fig 5

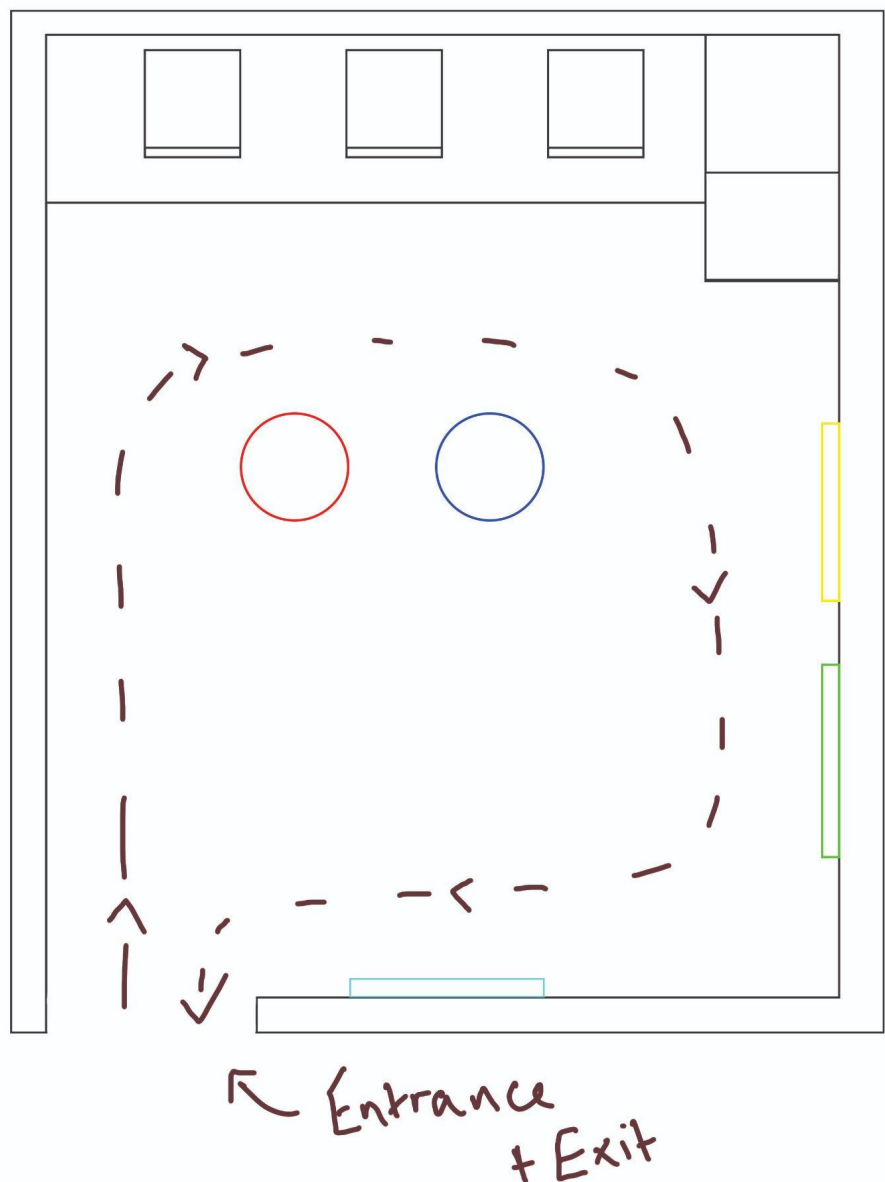


Fig Six

I wanted my exhibition to be simple and easy to navigate and walk around. The main thing I wanted also, was take people on a journey through the history of grunge. Starting from original grunge fashion, moving on to the influence. And then having a look at the origins of Grunge visual artwork and moving on to how that has influenced our artwork today.

People will first walk in through the door and the first thing they will see is Kurt Cobains outfit. This will start them off on the journey through grunge. Right next to this, but facing the opposite way is the Marc Jacobs grunge inspired outfit. This will be facing the opposite way so that people know to walk around instead. Once they've explored the fashion inspirations then they will move onto more visual artworks. Starting with David Carson's original grunge typography magazine cover, moving onto his more developed and 'modernised' grunge magazine cover. And finally, there will be Lora Zombie's watercolour painting to show a different type of inspired artwork.

As I said before, the weathered walls and distressed wooden floor I feel fits the grunge aesthetic nicer than normal ones. Although one thing I wanted to change was the colour of the walls since three of them are white, which I feel is too bright for grunge. Instead I changed the wall colours to a more dull greyish' green colour. I felt like this certain colour fit very well with not only the grunge aesthetic, but also artwork and clothes I had on display. The word grunge itself means dirt or grime (Grambush. J, 2019). Because of this I wanted to make sure that the whole exhibition had a more grunge vibe to it, instead of looking 'clean'.

And of course, I thought the most suitable place for this exhibition to be held was in Seattle since it first emerged there in the late 1980's (Gomes. B, 2018). This would hopefully educate people on not only how grunge became to be, but also where it first emerged.

Since, the grunge style mainly represents the feeling of freedom, rebelling against social norms and expression I want to make sure I showcase some of the artworks that express that sort of rebellion. Especially with David Carson's typography magazine covers. The typography itself is bold and sort of 'messy'- not sticking to the norms.

The main thing I wanted for this exhibition was for people to become more educated on how the grunge style came about in the 90's and the impact it had on some aspects of our society. Grunge created a huge social impact on a lot of different parts of our society from fashion, to art, to movies. (Gomes. B, 2020) Grunge was already quite popular in the late 80's amongst adolescents, but when Nirvana came out with their second record 'Nevermind' and the single 'Smells Like Teen Spirit', it launched grunge into global fame. (Gomes. B, 2020). This is why I thought it was vital that I included an aspect from Nirvana in my exhibition, because they are really the ones that made grunge what is known for today. Even though there were other rock-

grunge bands before Nirvana, they were the most successful band in the grunge scene back in the 90's.

Figures:

Fig One: Micelotta, F. (1993). *Kurt Cobain on 'MTV Unplugged*. Available at: <https://globalnews.ca/news/5877673/kurt-cobain-clothing-line-kurt-was-here/>. (Accessed: 29 April 2021).

Fig Two: Meisel, S. (1992). Available at: <https://www.vogue.com/article/marc-jacobs-perry-ellis-grunge-collection-90s-fashion>. (Accessed: 29 April 2021).

Fig Three: Carson, D. (1993). *Ray Gun Magazine*. Available at: <https://www.designboom.com/design/interview-with-graphic-designer-david-carson-09-22-2013/#:~:text=david%20carson%20is%20a%20graphic,breaking%20with%20tradditional%20layout%20systems>. (Accessed: 29 April 2021).

Fig Four: Carson, D. (2011). *Emporio armani magazine*. Available at: <http://www.davidcarsondesign.com/t/2011/>. (Accessed: 29 April 2021).

Fig Five: Zombie, L. (2019). *Love Shock*. Available at: <https://lorazombie.com/collections/lora-zombie-art-prints/products/love-shock-art-print>. (Accessed: 29 April 2021).

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