

# LA / PEOPLE / BETTINA HUBBY

TXT(E)=AA, TRL=AYK

Bettina Hubby is a fashion and accessory designer that has taken the idea of deconstruction to all new levels. After many years working in the art world, she has recently decided to pursue design full time. Her most well known and exciting works are (re)constructed from hundreds sewn together clothing labels. Some are from famous designers, others from chain stores. The end result is an involved and colorful tapestry that is both elegant and entirely punk. Each garment is entirely one of a kind and would not feel out of place on a gallery wall.



"Label Quilt" 1999 - 2001

1. I am gradually getting to design clothing, both wearable and not so wearable. The trigger it seems, has been the realization that I should be putting all my energy into what fulfills me the most. It sounds so easy, but has taken years to recognize and activate. 2. IT is the part of what IS that makes all the other parts worthwhile. It is that feeling that wakes me up in the middle of the night (or inspires me to pull off the road) to write something down, an idea, a list or a sketch. It usually makes me laugh that I am doing this; the laughter is bliss. It is a moment of clarity and vision beyond the everyday. 3. To make the result of my efforts more enlivened, interesting and dimensional than the idea. 4. Ouch, another choice. I would have to be vague here and say anything that makes my life easier, dancier and more joyful. I love what's happening in the DJ culture, the mergings of musical genres such as slave music with deep house funk, or Nancy Sinatra with electronica. 5. To name just one would be impossible. I am inspired in every direction. As far as visual artists go, in the last month or so I have been looking again Balthus, Karl Blossfeldt, Hans Bellmer, Man Ray, Claude Cahun and Nobuyoshi Araki. 6. I have stayed a bit outside the fashion realm, but have been moved by images I've seen by Yohji Yamamoto, Issey Miyake, Hussein Chalayan and Rei Kawakubo. Martin Margiela encompasses so much unique intelligence, grace and wit, I would call him my favorite. 7. Which thing from your immediate environment do you consider the most perfectly designed? Lately, as I have been working very hard on the show I am creating, I would say the pillow on my bed. Nothing has ever felt so perfect to me. Also, the bubbles in my bath. 8. To merge work and play and to inspire myself and others.