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The Merchant City Festival
Scottish Screen Archive
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Scottish Television

FIT TO LAST

Friday 27 - Sunday 29 July 2012
Open 11 – 5
40 Osborne Street
Glasgow, G1 5QN



FIT TO LAST

Fit to Last is an installation of new work by Bernie Reid alongside a selection of professional and amateur films from Scottish Screen Archive documenting sport and fitness in Glasgow during the 1970s.

The temporary installation explores ideas surrounding the fashion and psychology of fitness and the simultaneous evolution of urban sub-cultural trends. Reid presents these ideas through the creation of a hand-stencilled scenography, upon which a series of three limited edition screen-prints, inspired by the selected films, are layered.

SCREENPRINTS FOR SALE

Bernie Reid's screenprints are available to buy for the duration of the Merchant City Festival and are £20 each or £50 for a set of three. The screenprints are an edition of 20.

Norine

Malcolm

Ian

FILM PROGRAMME

Jogging in the Seventies

1973

STV

A report on the new craze of Jogging that had just hit Scotland.

Kelvingrove Park

1978

filmed by Harry Birrell

A study of skateboarders using the old skating course in Kelvingrove Park, Glasgow.

Fit to Last

1973

STV

A documentary about Keep-Fit and a new leisure industry.

ABOUT BERNIE REID

Edinburgh-based artist Bernie Reid incorporates highly skilled printing and stenciling processes in the production of his unique artworks and designs, which are inspired by sub-cultural fashion trends and their influence on an ever-evolving cultural and sartorial narrative in Scotland. His previous work includes commissions for a variety of clients including Stella McCartney, i-D magazine, Dazed and Confused, Nissan, the Saturday Telegraph, Boxfresh, Volkswagen, German Elle, Habitat and Wallpaper.

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