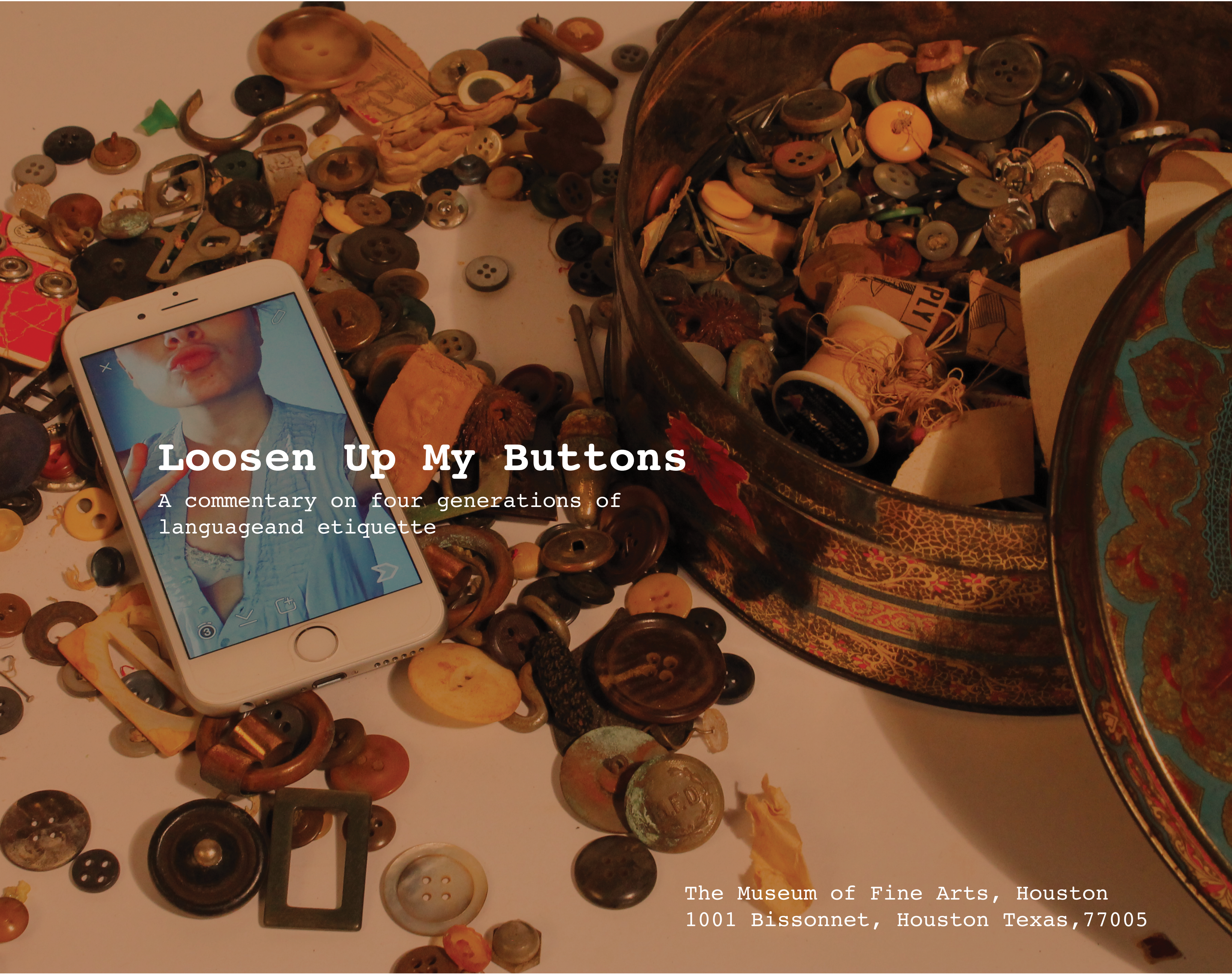




Loosen Up My Buttons

A commentary on four generations of
language and etiquette

The Museum of Fine Arts, Houston
1001 Bissonnet, Houston Texas, 77005



LOOSE BUTTONS

A collection of buttons and overview of
etiquette from the 1950's

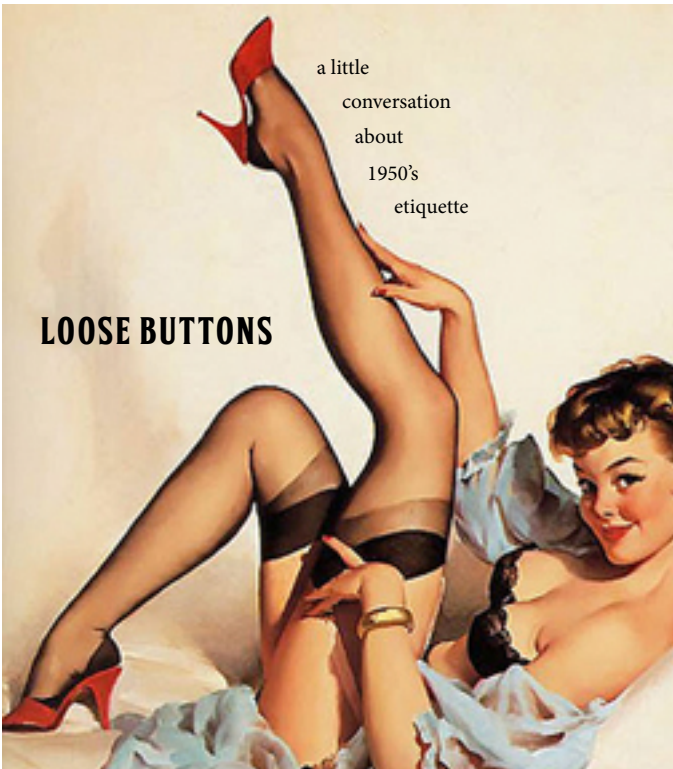


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ABOUT the EXHIBITION

Who needs a book of etiquette?
Everyone does.

Even the most sophisticated woman used to a great variety of social demands cannot possibly hope to remember every single aspect of etiquette applying to even one possible social contingency.

Fortunately, for us, there are rules to help us aspire to become the most proper, socially acceptable versions of ourselves.

HOW to ACT on the FIRST DATE

I. DON'T BE SENTIMENTAL

or try to get him to say something he doesn't want to by working on his emotions. *Men don't like tears, especially in public places*

2.

DON'T USE THE CAR MIRROR

to fix your makeup.

Man needs it in driving, and it annoys him very much to have to turn around to see what's behind him.

Put your makeup on in privacy.
not where he sees you

3. MEN DON'T LIKE GIRLS who borrow their handkerchiefs and smudge them with lipstick.

4. DON'T TALK

The front chair never

4. DON'T BE CONSPICUOUS

talking to other men.

The last straw is to pass out from too much liquor. Chances are your date will never call you again!

WHAT to DO when you get ENGAGED

I. THE RELEASE DATE

When an engagement is of sufficient news importance, it is best to decide on a date you would like to see it appear in *all* your city's papers.

2. the ENGAGEMENT ANNOUNCEMENT

If an engagement is between very prominent people the engagement announcement may carry all the family information about the couple.

3. BEHAVIOR DURING ENGAGEMENTS

If young people didn't want to make love most of the time during the period of their engagement,
it wouldn't seem normal.

Everyone around them is conscious of how they feel and, up to a certain point,
touched
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However,
good manners always dictate that men and women be restrained about public demonstrations of their physical feeling toward one another.

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LOOSE BUTTONS

a little conversation

about 1950's etiquette



A SHIFT IN SOCIAL CONVENTION

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BUTONS
1000 SE
DANCE

A SHIFT IN SOCIAL CONVENTION
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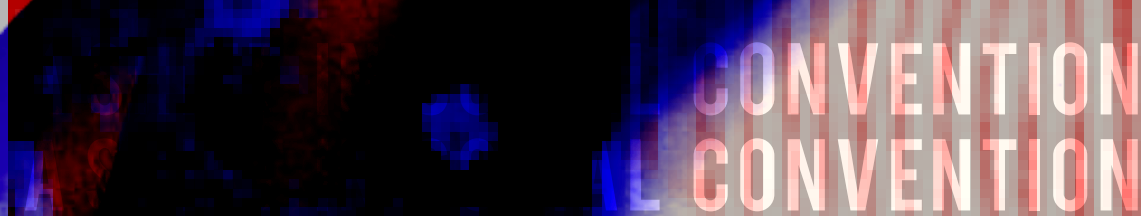
A SHIRT IN SOCIAL CONVENTION
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A SHIFT IN SOCIAL CONVENTION
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A SHIFT IN SOCIAL CONVENTION
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A woman in a dark suit and glasses is shown from the chest up, looking down and slightly to her left. The image is overlaid with a grid of the text "A SHIFT IN SOCIAL CONVENTION" in white, semi-transparent capital letters. The text is repeated in a pattern that covers the entire image, with some areas appearing more prominent than others due to the transparency. The background is a solid dark color.

A SHIFT IN SOCIAL CONVENTION
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CONVENTION CONVENTION

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12.7.14 - 12.13.14

LOOSE BUTTONS
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SHIRT LOOSE CONVENT





LOOSE BUTTONS

How etiquette and social norms
have changed since the 50's

OUR PERSPECTIVE OF WHAT IS 'PROPER' HAS CHANGED.

Once upon a time, we were
citizens of a small community.
We answered to neighbors
and family. We cherished rules and
the formalities of a civil exchange.

And then, things changed.

We grew in population. We developed
technologically. We created different
rules of interaction for ourselves. And
just like that, society advanced — or did
it backtrack?

This exhibition combines insight to
proper etiquette in the 1950's with
modern day terms and definitions of
today's predominantly "ruleless"
culture.



**"FIRST DATE IS A
MAJOR MOMENT IN
ONE'S LIFE, AND IT IS
IMPORTANT THAT IT
IS TAKEN SERIOUSLY."**

Ain't a chance in hell your a
real profile girl as fine as you
distress the dating

I'm deal Mark
Real Block Mark

What's better, a match
made in heaven or a Match
made in tinder?

Aug 2, 2013, 10:25 AM
What's the game plan
tonight? I want to take our
relationship to the next level

FIFTY YEARS AGO,

we referred to books of etiquette to
help us understand the do's and don'ts
of a first date. These rules informed
our actions, our dress, and what to
expect in almost any social encounter.

Now-a-days, the internet has become
our primary source for sharing and
acquiring the rules we so desperately
sought to follow fifty years ago; it's an
explicit information bank of implied
social guidelines for the present day
generation.

And so, the meaning behind the
infamous "first date" has changed,
and it has **changed** considerably.



**"I SPENT \$30 FOR
FIRST DATE, A \$50
FOR LUNCH, AND A \$70
ON A DATE. I DESERVE
YOUR ENTIRE
ATTENTION."**

DATING (v):
What does it mean to date?

First and foremost, a lady should
not be sentimental.

One should not try and get the
man to stay something he doesn't
want to go by over time, his out
entire life, his don't let his ears,
expect to be fully engaged, fully
wedged couple.

A lady should not be familiar
with her date, but by treating him
as a gentleman all at once.

Any open a first date, time,
bad taste, usually embarrasses
him, he humiliates him, awkward
sweaty hand-holding, and feelings
of puppy love that usually dissolve

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the engagement



IT STARTS WITH THE RING.

Oh, the engagement. Often referred
to as the "First Ceremony of Life"
by etiquette-enthusiasts of the 50s,
the engagement period is commonly
a busy time packed with emotion,
anticipation, and excessive
planning. However, oftentimes
the most exciting part of the
engagement is the proposal itself.

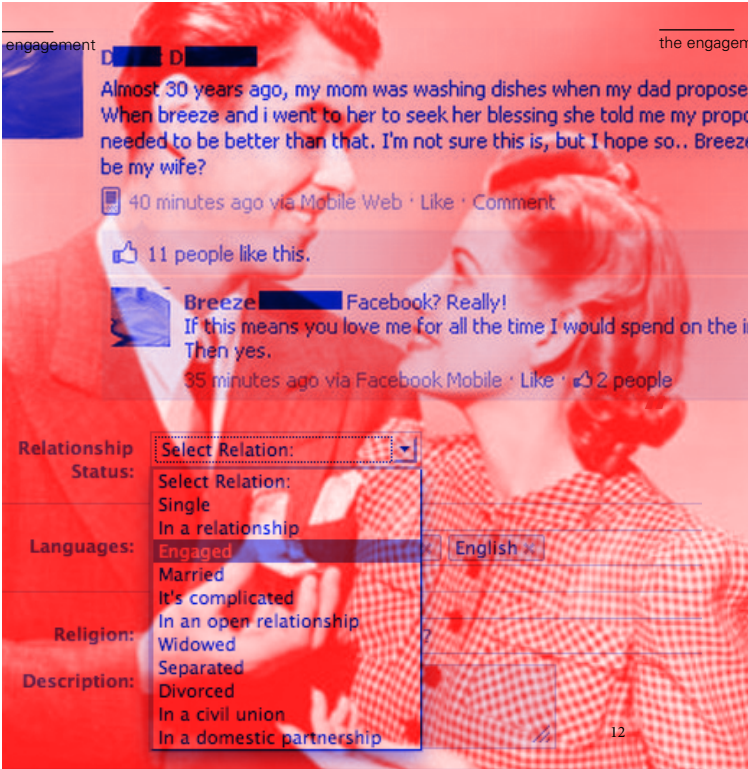


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