

Maria Engstrom
University of Uppsala

Gosha Rubchinskiy: Conservative Queer and Biopolitics of Fashion

The paper explores the question of queer visibility and the phenomenon of 'conservative queer' in post-Soviet Russia, focusing on the case of Gosha Rubchinskiy. In the last few years, his nostalgic remixes of the Soviet-era military- and sportswear, the 90's cargo-cult fashion, youth skateboarding culture and rave aesthetics have gained a global recognition. I will discuss the biopolitical dimension of Rubchinskiy's fashion and art projects during the period of 2008-2017 (collections, runway shows, documentary films, photography etc). Rubchinskiy's visual representation of new Russianness as queer Other and his conservative homoeroticism will be analyzed as a transgressive form of contemporary Russian patriotic masculinity.