

IN-STORE

Brookfield draws foot traffic with collaborative art installation

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Exterior of Brookfield Place

By SARAH JONES

New York shopping center Brookfield Place is bringing fashion and art together in an interactive exhibition open to the public.

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"Move!" is an installation in which labels such as Diane von Furstenberg, Proenza Schouler and Calvin Klein collaborated with creatives in the fields of visual art, performance and dance. Through this creative outreach, the recently reopened upscale downtown Manhattan mall will likely draw some new consumers into its stores.

"Brookfield has an more than 25 year history of animating its public spaces through world class arts and cultural programming," said Debra Simon, vice president and artistic director of **Arts Brookfield**. "Arts Brookfield currently operates in more than 30 sites across the globe- in all of our commercial and retail properties, for the benefit of not only our tenants, shoppers and diners, but also for the benefit of the communities in which we operate."

Making moves

Move! is co-conceptualized and curated by Visionaire co-founder Cecilia Dean and writer David Colman, and is produced in partnership with Josh Wood Productions. First produced at PS1 in 2010 and then in Sao Paulo, Brazil in 2013, it has been reimagined for Brookfield.

"Cecilia and David are icons in both the fashion and art world and they are in a unique position to fuse both worlds to create one-of-a-kind experiences," Ms. Simon said. "Brookfield prides itself as a destination for these distinctive experiences, and as such they were the perfect collaborators."

Open from Oct. 2-4 in the mall's courtyard Winter Garden, the exhibit is free to attend.

Each of the seven collaborations is considered a "movement," meant to present fashion in a more engaging manner.



Promotional image for Move!

Proenza Schouler teamed with artist Rob Pruitt to form a green-screen runway show in a movement titled "Looks." Consumers can do their best model walk down the stage, and then view the completed footage of themselves as a high fashion model in a large show via a video link.

For "Pose," Diane von Furstenberg worked with Ryan McNamara to play with the idea of the selfie. Consumers can put on a DVF wrap dress and have a makeover, with the results captured in a photo shoot. During the session, the model will be asked to pose in specific ways.



Pattern created in Pose

The images produced will then be used in silhouette to form a pattern. Once home, consumers can purchase a DVF wrap dress made from a textile bearing their personal pattern from printallover.me.

"Splatter" puts consumers in the artist seat, with help from Cynthia Rowley and Olaf Breuning. Three consumers will stand in front of a wall covered in blank canvases embellished with zippers, with cups of paint resting on a scaffold positioned in front.

The participants will be given five balls each and asked to compete to see who can topple three of the cups onto the canvas. The winner will get one of the canvases to take home, which can be worn as a garment due to the zipper or used in another project.



Splatter

Calvin Klein Collection's Italo Zucchelli paired with Kate Gilmore for "A Star is Born," giving the average consumer the celebrity treatment. Two male models will walk the consumer down a red carpet that runs down the marble staircase in the Winter Garden.

Once at the end of the carpet, paparazzi will snap photos so the participant can remember their 15 seconds of fame.

Playing on the visual characteristics of gender, "Crossover" enables consumers to be transformed into the opposite sex with help from Yves Saint Laurent Beaut products from Cos Bar. Envisioned by the cosmetics label and James Kaliardos, the entire process of makeover is captured by cameras worn by the makeup artists.

Video will be live-streamed onto a screen within the mall, and the completed look will be immortalized via photos shared at the venue and on Brookfield Place's Web site.

Crossover by James Kaliardos featuring Christen Mooney

Also focusing on preserving memories, "15 Minutes" will ask participants to sit down with artist Liz Markus, who will interview them, asking them to recall a fond moment and what they were wearing at the time. These memories will then inform a romantic painting on a silk scarf, which the memory sharer will be able to take home.

"Dance Deal" rewards consumers for becoming performers. Elana Langer will teach a routine, which will get them a treat from Le District's pastry chef when they perform it in-store.

On Oct. 2, Brookfield will host a launch party for Move! with a DJ set from iheartRadio, Champagne at Burberry's store and a personal styling experience with Everywear.com founder and former Lucky magazine editor Brandon Holley.

More event details can be found [here](#).

Shopping experience

Part of the burgeoning luxury retail development in downtown Manhattan, Brookfield Place officially opened to the public March 26.

Following a remodel, the shopping center reopened with a mix of high-end contemporary fashion, luxury retail and a mix of dining options. In an area often overlooked by luxury, with more affluents choosing to live below Midtown and varied businesses moving into the neighborhood, Brookfield will be able to serve both locals and tourists looking for a luxury shopping experience in lower Manhattan ([see story](#)).

Art has been central to Brookfield place since its opening. The Winter Garden is decorated with palm trees and at launch boasted a sculptural and sound installation by artist Heather Nicol. "Soft Spin" had rotating large-scale fabric shapes rotating to the sound of singing, a tribute to the space's heritage as a performance area ([see story](#)).

Shopping centers are becoming more than places of commerce, hosting cultural experiences to draw consumers in.

South Florida shopping center Bal Harbour Shops brought consumers a range of art experiences over the summer through its Fashion Project.

Fashion Project events traced the evolution of fashion over time and explore the many minds that contribute to lasting trends, showing how sartorial choices influence the broader culture. Driven partly by Art Basel Miami, affluent coastal areas of Florida are attracting consumers with an appetite for art who will appreciate the chance to broaden their awareness of fashion ([see story](#)).

Final Take

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