

EVENTS/CAUSES

Gucci's new motifs retold to show modernity

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Gucci fall/winter 2015 campaign, Gucci Blossom motif

By STAFF REPORTS

Italian fashion label Gucci is asking online talents to repurpose its latest print motifs into artwork.

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Gucci, under the creative direction of Alessandro Michele, has recently launched two new prints, Gucci Blossoms and Gucci Caleido. These prints, floral and geometric patterns respectively, have been adapted to bridge Gucci's heritage and contemporaneity by being overlaid onto the brand's signature double GG design.

Motifs of art

To further the reach of its new motifs, and to celebrate the direction of Gucci, the house has developed the #GucciGram project. For this, Gucci is inviting online talents, illustrators and image-makers from around the world to imagine pieces of art using the two motifs.

The artists were given total creative freedom to use the motifs as their vision demanded. In many cases, this resulted in a mash-up of both prints, sometimes harmoniously, often incongruously.

Through the use of cartoons, surreal animations and satirical messages, #GucciGram has resulted in "a pop culture explosion of diverse viewpoints – provocative, entertaining and, often, amusing."

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"#GucciGram is a starting point to tell different stories, which are all united by great freedom. Today creativity is..."

Posted by [Gucci](#) on [Wednesday, October 28, 2015](#)

Gucci has also created a microsite to house the artwork created by the likes of Kalen Hollomon, Noah Kalina, Amalia Ulman and Chris Rellas. The microsite features an introduction by technology and culture writer Kyle Chayka as well as responses to the #GucciGram artwork from commentators.

Recently, Gucci drew inspiration from contemporary philosophers for its collaboration with LOVE magazine.

The collaboration takes shape as an exhibit within the Minsheng Art Museum in Shanghai, where Gucci will explore

the concept of the contemporary and the untimely. Gucci's exhibit builds upon creative director Alessandro Michele's exploratory challenge to those in attendance during the house's fall/winter 2015-16 presentation ([see story](#)).

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