

INTERNET

Gucci celebrates culturally eclectic house makeover through art

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Cao Fei for #GucciGram

By STAFF REPORTS

Italian fashion label Gucci is opening up its Tian print to reinterpretation through the second installment of its #GucciGram campaign.

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House creative director Alessandro Michele curates the series, which asks illustrators and visual creatives to remix some of its prints into works of art sharable on Instagram ([see story](#)). This initiative prompts a second look at Gucci's newest motifs as they are turned into surreal or whimsical visual displays.

Apparel as art

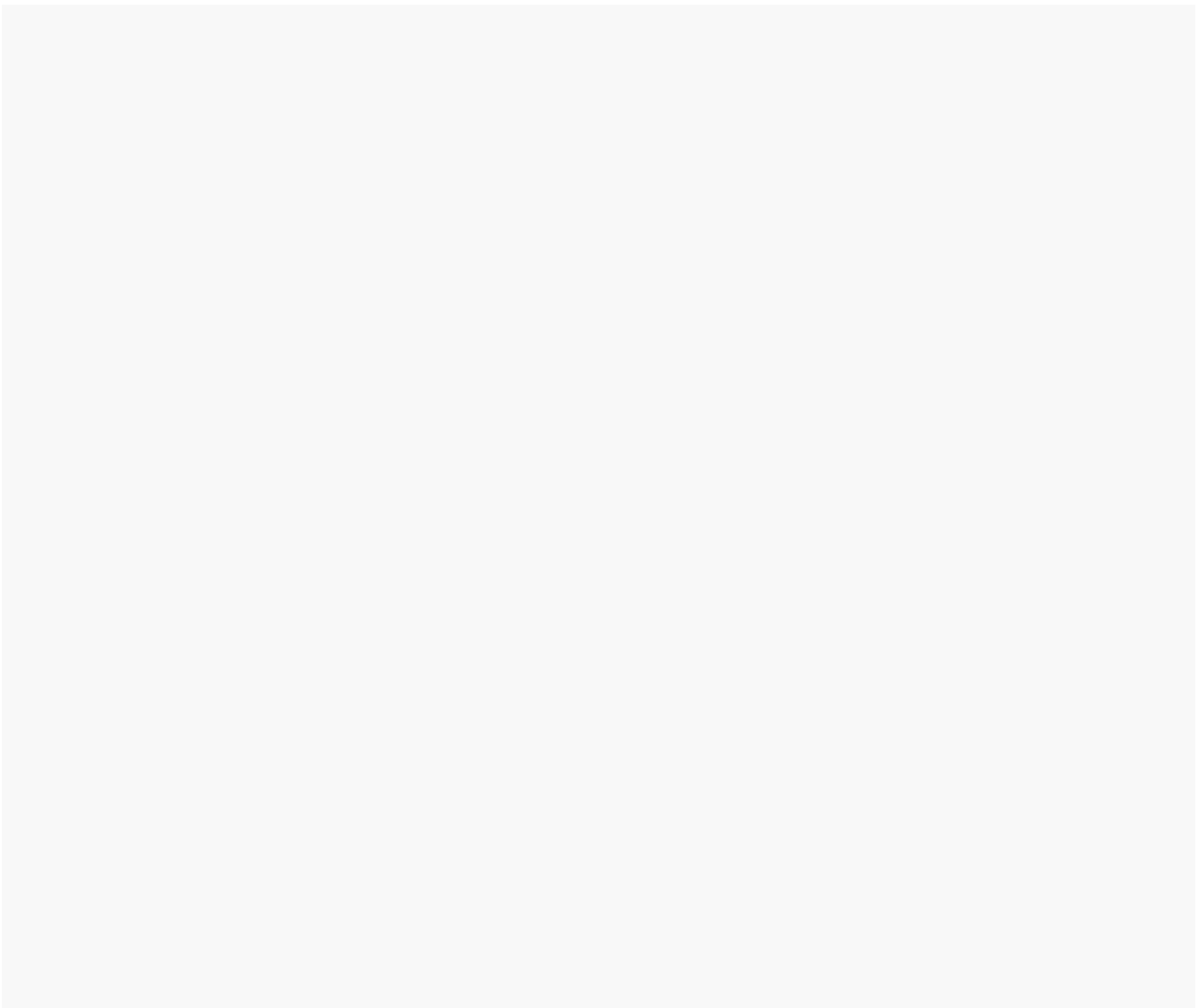
Gucci Tian is based on Chinese bird and flower paintings, a genre dating back to the 10th century, with hummingbirds and butterflies fluttering above a landscape of tree branches and flowers.

Stemming from the Asian print style, all of the artists chosen for #GucciGram Tian hail from Asia. This is a way for the brand to, in a way, put the print back in the hands of its source.

With the Internet, the previous obstacles forming a creative divide between cultures have been removed, allowing art to transcend one single time or place. Mr. Michele's designs follow this idea, as they pull from different time periods.

One of the artists featured is Cao Fei, who was part of Gucci's "No Longer/Not Yet" exhibit in Shanghai ([see story](#)). She created a pair of slippers out of the print and juxtaposed the traditional with the new by placing them in a modern, rundown city setting.

Singaporean artist Charles Loh built a terrarium, creating a small world that reflects the elements of the print.



The Singaporean artist Charles Loh (@mossingarden) can transform a terrarium into its own universe. Like Bonsai planets, the artist's sculptures, posted on his popular Instagram, are tiny landscapes created in glass chambers. One encloses a pagoda temple at the top of a winding hill complete with a vintage car at its base. For Gucci, Loh has turned the #GucciTian print from two dimensions into three. The print's flowers spill out into the photo's foreground while a frozen butterfly alights on a branch inside a terrarium set with moss and sand. A play between static still life and dynamic creatures makes the print truly come alive. @kchayka See more #GucciGram through link in bio.

A photo posted by Gucci (@gucci) on Mar 9, 2016 at 8:25am PST

Consumers can view the #GucciGram art on the label's social accounts and via a [microsite](#) for the project. On the dedicated Web page, the art is presented alongside the words of commentators.

Last fall's #GucciGram led to additional user-generated content that stretched beyond the artists handpicked by Mr. Michele ([see story](#)).