

APPAREL AND ACCESSORIES

Bottega Veneta fetes milestone year in artistic Beijing exhibit

June 8, 2016



Nan Goldin for Bottega Veneta's Art of Collaboration

By STAFF REPORTS

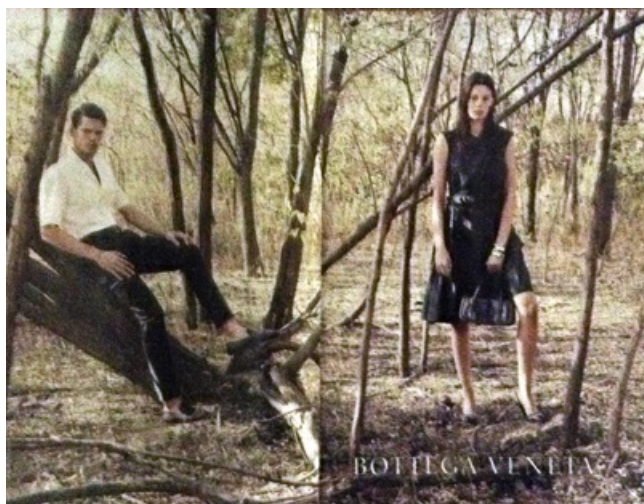
Italian fashion label Bottega Veneta is looking back on 15 years of artistic partnerships through an exhibition at Ullens Center for Contemporary Art in Beijing.

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Opened June 8, "Art of Collaboration" is the first time that the brand's photography from its ad campaign series of the same name will be on display in the same venue. As **Bottega Veneta** turns 50 and creative director Tomas Maier marks his 15th year at the helm of the house, the brand is hosting a series of celebrations to mark the milestones.

Collaborative affair

The Art of Collaboration began in 2001, as Mr. Maier became creative director. The series of ad campaigns invites visual artists and photographers to lend their interpretation of the brand.



Bottega Veneta's Art of Collaboration campaign from spring/summer 2014

Bottega Veneta previously created a comprehensive view of the campaigns in a book published last fall.

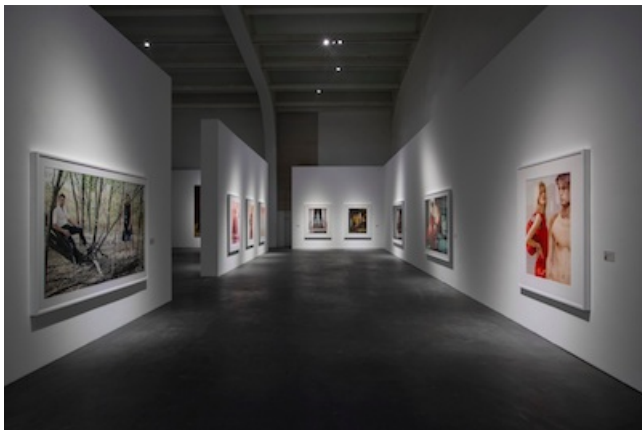
"Art of Collaboration" dives into the brand's varied creative partnerships, with upwards of 1,000 images from the likes of Annie Leibovitz, Peter Lindbergh and Steven Meisel, organized by fashion season. Ad campaigns have a

tendency towards a short life span, often forgotten after a season, so this book extends the impact this editorial imagery can have (see story).



Art of Collaboration poster

Now, a selection of images from artists including Nan Goldin, Ralph Gibson and David Armstrong come together in a gallery-like space for a public exhibit at UCCA. The nonprofit museum in the 798 Art District of Beijing is focused on bringing contemporary culture and art to consumers, making it an ideal venue for this exhibit.



Bottega Veneta Art of Collaboration exhibit in Beijing

Art of Collaboration will be part of the museum's official exhibit lineup up until June 28.