

APPAREL AND ACCESSORIES

## Gucci makes room for reinterpreting brand codes

October 11, 2016



*#Gucci4Rooms installation by Chiharu Shiota*

By STAFF REPORTS

Italian fashion label Gucci is blending physical and digital mediums for its latest art project.

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For #Gucci4Rooms, four creatives took Gucci motifs as the starting point for fantastical spaces, which will live on the brand's Web site, in its Gucci Ginza store in Tokyo and at Dover Street Market Ginza from Oct. 11. For Gucci, this offers additional perspective on its designs.

Code breaking

Gucci's collaborators for this project include Japanese artists Chiharu Shiota, Daito Manabe and Mr., along with frequent collaborator and brand fan Trouble Andrew.

Osaka-born artist Chiharu Shiota's room originated in Gucci creative director Alessandro Michele's branch, leaf and flower motifs. In her space, the pattern extends across the dusty, vintage furniture.

This antique dcor is surrounded by a web of red strings that are tightly congregated. When captured on film as the camera pans in and out, these ropes create an optical illusion.

Tokyo-based Daito Manabe embellished his blank space with symbols and characters, forging connections between the French novel dating to the 1700s "L'Aveugle Par Amour" that is featured in Gucci collections and Japanese romantic literature.



*Daito Manabe for #Gucci4Rooms*

Mr.'s Gucci Garden Room showcases his anime pop figures alongside Gucci's insects, plants and flowers.

Trouble Andrew, the Canadian snowboarder and artist whose graffiti has been featured in Gucci's collections, created a display for Dover Street Market. Here, his Gucci Ghost cartoon appears on the furniture, mannequins and walls.

The Dover Street Market display will be up for a month.

Celebrating the launch of #Gucci4Rooms, Trouble Andrew took over the brand's Instagram for a story on Oct. 10.



*Image from Trouble Andrew's Instagram Story*

Gucci previously highlighted the international appeal of its Ace sneaker through a series of artistic films.

The brand's #24HourAce project commissioned works from global artists that interpret the shoe style's relationship to movement and activity. This initiative takes the product marketing beyond the brand, allowing Gucci to diversify the messaging around the Ace ([see story](#)).

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