

JEWELRY

Tiffany puts a spotlight on art in the contemporary space

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Image courtesy of Tiffany & Co.

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U.S. jeweler Tiffany & Co. is painting a new picture of art in contemporary day with a five-part video series.

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Luxury brands often look to tie their image to art, using mediums such as video to connect with art lovers. The modern age and advances in technology has caused a shift in consumer behavior and has altered industries dramatically, and Tiffany's "New Ways of Seeing" attempts to shine a light on how the art world has been changed as well.

Modern art

The jeweler has collected a group of experts in the art industry to give their insights on art and what it means in the modern age. The first episode of New Ways of Seeing titled "Art Contains Multitudes" touches on different thoughts in the art world.



Tiffany's video

Expert art critic Jerry Saltz wrote and starred in the premiere, interviewing and conversing with three contemporary artists. The three-minute video starts with Mr. Saltz giving an overview of the beginning of art, cave drawings, and how all art stems from these beginnings.

The quirky series shows off these insights in interesting ways, with some speaking points popping up as text, shots slowing zooming in during important notions and Mr. Saltz even lying dying.

Portrait painter Kehinde Wiley, artist Shantell Martin and Irish artist Oliver Jeffers each discuss various topics on the video. Mr. Wiley touches on artists revolutionizing perception, Ms. Martin talks about simplicity in her work and Mr. Jeffers the lines between creation and destruction.

Tiffany's video series is based on the BBC series Ways of Seeing, which discusses how we see art. But the series was created in 1972, Tiffany is bringing the concept into the modern age, where technology greatly alters our perception.



Tiffany's first video

Miranda July, a writer, filmmaker and artist will voice New Ways of Seeing, the upcoming second installment of the series. Museum of contemporary American art Whitney Biennial is the subject of the upcoming episode, with Ms. July discussing what it is like to be featured.

Video and art

Tiffany is one of many brands tying video together with art. For instance, international auction house Sotheby's also put a refreshingly innovative take on nonfiction documentation of art and history with a new series.

"Treasures from Chatsworth," Sotheby's online documentary series, showcases and tells the stories of art pieces from one of the largest, most important private art collections in the world. Presented by Savile Row tailor Huntsman, the film series has a unique take on what in the past had a more stiff representation with a unique cinematography style and stories and interviews from the family ([see more](#)).

Tiffany's video series tying art into modern day is extremely relevant and important right now. Online art dealer Saatchi Art showed just how pervasive digital technology has become in all sectors after it found that online sales grew 24 percent in one year.

Affluent consumers are becoming more comfortable with buying art online, with 42 percent of galleries claiming customers are willing to purchase more art priced at more than \$5,000 online. The online sector has paved the way for more up-and-comers to be noticed and reach a broader audience, but also is also changing decision-making process, with social media becoming a significant influencer ([see more](#)).