

APPAREL AND ACCESSORIES

Missoni to screen filmmaker retrospective onto Madison Avenue

October 25, 2017



Missoni will also decorate its store with light boxes of Jonas Mekas' work. Image credit: Missoni

By STAFF REPORTS

Italian fashion brand Missoni will project a visual poem from the windows of its Madison Avenue boutique in New York.

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Part of creative director Angela Missoni's 20th anniversary "Surface Conversion" series, Missoni has partnered with Lithuanian poet and filmmaker Jonas Mekas on "Blue, Yellow, Red, Purple." The visual project will be displayed Oct. 25 through Jan. 31, 2018 in units facing the street as well as within the store for a truly immersive experience.

A colorful display

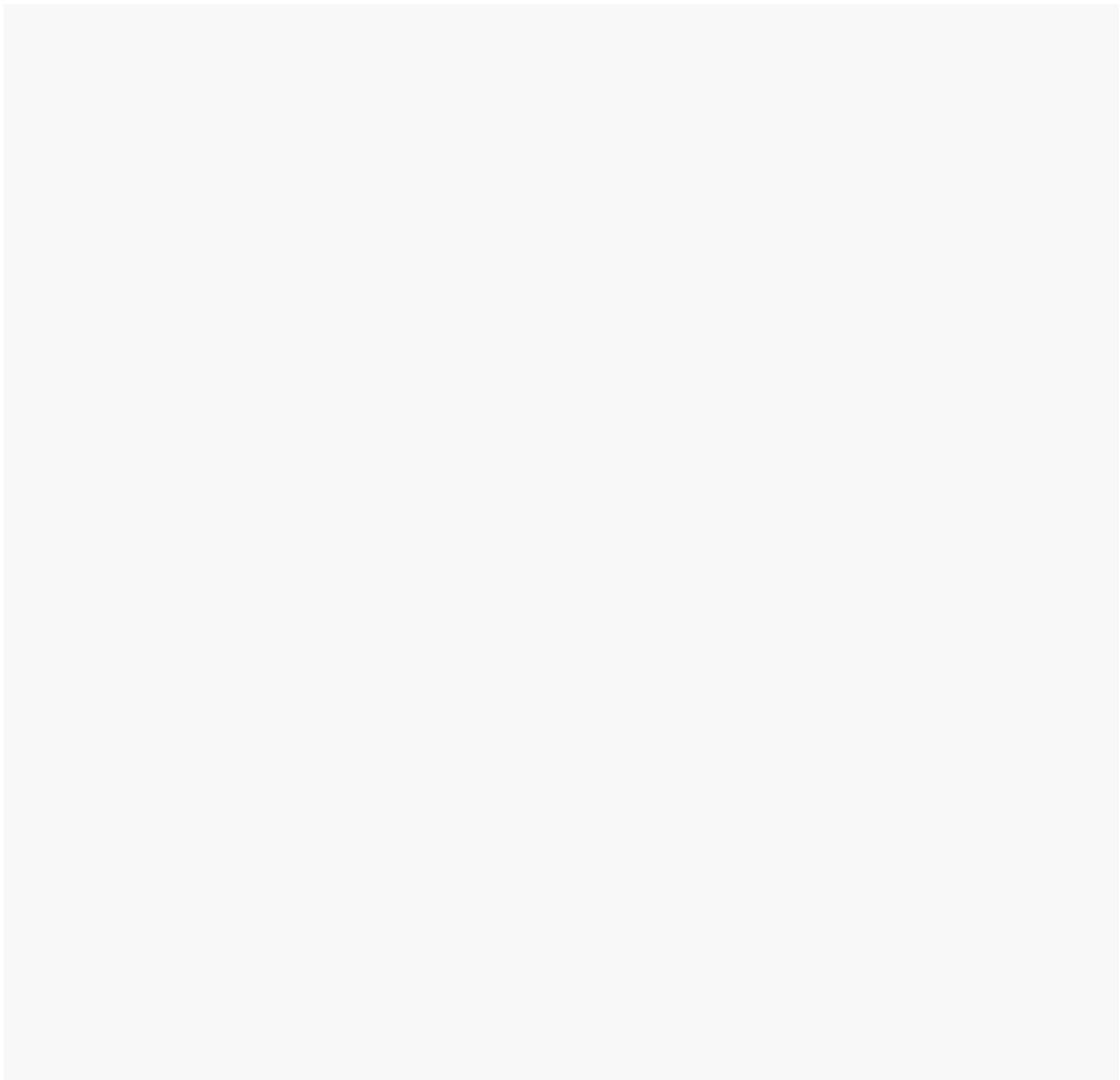
Missoni's Blue, Yellow, Red, Purple is curated by the duo Francesco Urbano Ragazzi in collaboration with A Palazzo Gallery.

Mr. Mekas' visual poem of the same name is dedicated to his adopted home of New York, where he came in 1949 as a refugee. In the 1960s and 70s, Mr. Mekas founded the New American Cinema Group and the Anthology Film Archives.

The Blue, Yellow, Red, Purple installation will include a double-screen display visible from Missoni's shop windows. The screens will directly face Madison Avenue, running both day and night, for passersby to experience.

Images displayed on the screens will become increasingly vivid as day turns to night. Featured images include eras, personalities, moments, seasons and time in a "singular cinematographic horizon."

On Missoni's second floor, a special viewing of "Walden," Mr. Mekas' film will be shown to shoppers visiting the boutique. Projected on two screens, recomposing and splitting the original content filmed by Mr. Mekas throughout the 60s on a Bolex camera.



#BlueYellowRedPurple is poet and filmmaker #JonasMekas love tribute to #NYC. The solo exhibition will debut at the #Missoni boutique on Madison Avenue as part of @missbrunello's #MissoniSurfaceConversion project on 25 October, and will be open to the public from 26 October 2017 to 31 January 2018. Find out more on Missoni.com! #AngelaMissoni #Angela20

A post shared by Missoni (@missoni) on Oct 25, 2017 at 5:24am PDT

Inviting the public to view a project supported by a luxury label is an ideal way to include all walks of life in an artistic experience, regardless if the consumer can shop the brand's wares.

For example, fashion house Burberry explored the British way of life through the medium of social and documentary photography. From Sept. 18 to Oct. 1, the exhibit "Here We Are," presented at the brand's new runway show venue Old Sessions House, featured more than 200 prints from about 30 artists ([see story](#)).

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