

Gucci Garden expresses house's evolving aesthetic by colliding past, present

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Gucci Garden is located in Florence's Piazza della Signoria. Image credit: Gucci

By STAFF REPORTS

Kering-owned fashion house Gucci has opened the doors to Gucci Garden in Florence as an exploration of the brand's imagination and creativity.

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Announced in November 2017, Gucci Garden is found in the Piazza della Signoria's Palazzo della Mercanzia in Florence. Envisioned by Gucci creative director Alessandro Michele, the museum-like space will include a store retailing one-of-a-kind merchandise and a dining concept ([see story](#)).

Gucci Garden grows

Gucci Garden was selected as a name due to the house's references to flora and fauna as well as its metaphorical meaning.

"The garden is real, but it belongs above all to the mind, populated with plants and animals: like the snake, which slips in everywhere, and in a sense, symbolizes a perpetual beginning and a perpetual return," Mr. Michele said in a statement.

The Gucci Garden concept is dedicated to the exploration of Gucci's creativity since its founding in 1921. Mr. Michele's vision for Gucci Garden includes a curation of archival pieces dating back to Gucci's Florentine beginnings, marrying these with recent work, memorabilia, ephemera and contemporary art.



Gucci Garden Galleria, Ephemera exhibit. Image credit: Gucci

Gucci describes Gucci Garden as a lively, interactive experience rather than just a rich archive. Instead of simply a display of historic pieces in a permanent collection, Gucci Garden aims to collide past with present.

Organized by themes, visitors to the Gucci Garden Galleria, which occupies the first and second floors of the palazzo, can experience contemporary and vintage clothing, accessories, video installations, artworks, documents from throughout Gucci's history.

Also, decorative walls feature the art of Gucci collaborators such as Jayde Fish, GucciGhost and Coco Capitan, alongside Gucci fabric patterned wallpaper.



Gucci Garden Galleria, Guccification exhibit. Image credit: Gucci

Mr. Michele asked curator and critic Maria Luisa Frisa for her assistance with the Gucci Garden Galleria layout.

"We decided to make the space a laboratory where you have all the elements with which to creatively experiment," Ms. Frisa said in a statement.

"In the rooms entitled De Rerum Natura, for example, we see Gucci's passion for flora and fauna expressed through vintage and current garments, silver animal statuettes made by the firm in the fifties and original artwork by Vittorio Accornero, who was commissioned to create the Gucci Flora print in 1966," she said.

Importantly, Gucci Garden is not just an exploration of Mr. Michele's contributions to the brand.

"The past is very much part of the present at Gucci, which is perfectly keeping with Alessandro's idea of the brand, and indeed his attitude to Florence, Gucci's home, which he sees as a city where history is still vibrantly alive," Ms. Frisa said.

Entry to Gucci Garden Galleria is 8 euros, or about \$9.50. Gucci will donate 50 percent of the ticket price to the city of Florence.

In addition to the Gucci Garden Galleria, the palazzo will house a bazaar-like boutique staged across two rooms. The products available at Gucci Garden are exclusive to the location and include pieces featuring the Gucci Garden

Gothic script, logo and new motifs entering the Gucci lexicon such as the bat and an eye design.



Gucci Garden's boutique includes exclusive products. Image credit: Gucci

Products with the exclusive Gucci Garden label include footwear, leather goods, several one-off products such as a silk bomber jacket and pieces from Gucci Decor. The Gucci Garden boutique also sells a selection of magazines, publications and a collection of books.

Gucci Garden also features the Gucci Osteria da Massimo Bottura. Mr. Bottura is known for his three-Michelin-star Osteria Francescana in Modena, Italy.

For the Gucci Garden dining concept, Mr. Bottura created a new menu influenced by his international travels and then applied to Italian cuisine. Dishes include iconic Italian plates and conceptual twists on classics.

"Traveling the world, our kitchen interacts with everything we see, hear and taste," Mr. Bottura said in a statement. "With eyes wide open, we look for the unexpected and next eclat."



Gucci Osteria da Massimo Bottura's dining room at Gucci Garden. Image credit: Gucci

Gucci Garden will open Jan. 10 right as Florence's Pitti Uomo menswear trade show is in full swing.