

APPAREL AND ACCESSORIES

Gucci to bring Art Wall concept to Hong Kong for spring/summer 2018

February 6, 2018



Gucci's New York Art Wall for spring/summer by Ignasi Monreal. Image credit: Gucci and courtesy of Krista Lindahl for Colossal Media

By STAFF REPORTS

Italy's Gucci is continuing its creative relationship with Spanish artist Ignasi Monreal as the house looks to expand the footprint of its Art Walls mural series.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Mr. Monreal recently collaborated with Gucci on its Gift Giving campaign for the 2017 holiday season, which included a dedicated book as well as Art Walls for the Gucci Bloom fragrance and eyewear collection. Gucci's Art Walls concept pays homage to traditional advertising methods that saw murals hand-painted on the sides of buildings in heavily trafficked areas.

Street portraits

Gucci's Art Walls for the spring/summer 2018 advertising campaign will include the artwork of Mr. Monreal.

The large-scale murals will be located in Gucci's established Art Walls locations in New York and Milan ([see story](#)). For spring/summer 2018, Gucci will also add a new location in Hong Kong, debuting in mid-February.

As with previous collaborations with Mr. Monreal, the campaign keeps the artist's signature surreal and dreamy style.

The New York Gucci Art Wall on Lafayette Street in SoHo shows a portrait of two women wearing the brand's latest eyewear styles.

In Milan, the mural will feature a work inspired by the couple seen in Jan van Eyck's *The Arnolfini Portrait* from 1434 and *The Garden of Earthly Delights* (1490-1500) by Hieronymus Bosch. Gucci's Milan mural is found in Largo la Foppa, the district of Corso Garibaldi.



Gucci's Art Wall in Milan for spring/summer 2018. Image credit: Gucci, courtesy of Delfino Sisto Legnani and Marco Cappelletti

Characters in both murals are dressed in looks and accessories from the Gucci spring/summer 2018 collection.

Gucci worked with Colossal Media and Urban Vision for its murals in New York and Milan, respectively. Each work will be on display for approximately two months.

Kering-owned Gucci is using the hashtag #GucciHallucination to promote the spring/summer 2108 campaign.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.