

JEWELRY

## Tiffany celebrates spring with greenhouse artist collaborations

April 10, 2018



*Tiffany's Greenhouse Project sees four women artists bringing their own interpretation of the piece. Image credit: Tiffany & Co.*

By DANNY PARISI

Jeweler Tiffany & Co. has recruited a number of women artists for a project themed around the imminent arrival of spring.

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

For The Greenhouse Project, Tiffany invited a series of artists to create their own interpretation of the brand's miniature greenhouses that are a part of its Home & Accessories collection. Each woman designed her own version of the greenhouse, while corresponding videos see the women talking about what inspired them and what associations greenhouses call to mind.

### Spring awakening

The Greenhouse Project is a new campaign from Tiffany focusing on the aesthetics of springtime.

In a series of short videos, Tiffany follows four artists who were brought together to design their take on a miniature silver greenhouse.

The greenhouses are part of Tiffany's home collection and are made from sterling silver. In each video of the campaign, the artists are shown designing and creating different greenhouse art pieces by putting their touch on it, such as filling one completely with flowers or covering one in lights and broken glass.

### *The Greenhouse Project*

Shantell Martin, Marilyn Minter, Anna-Wili Highfield and Laurie Simmons are the four artists recruited for this campaign. Each woman's take on a greenhouse is different, inspired by her personal experiences and associations with spring.

In each video, the women speak about their inspiration for their designs as well as their personal connection to Tiffany. For example, Ms. Simmons talks about how for her, Tiffany always represented something special and real and she tried to bring some of that same feeling of holding onto something precious into her work.

The greenhouses created in this campaign will be part of an installation at the Tiffany location at the Piazza Duome

in Milan during the Salone del Mobile design fair from April 17 through 22.

### **Artistic collaboration**

Tiffany's Greenhouse Project is the latest campaign from the brand that brings in a number of creative professionals for unique collaborations.

Just last month, Tiffany brought together a stable of creative professionals for a series of intimate interviews collected under the #TiffanyT hashtag.

Across seven interviews, subjects from the worlds of art, filmmaking, photography, martial arts and more speak about subjects that are important to them, such as leadership and motherhood. The black-and-white aesthetic and intimate nature of each of the #TiffanyT interviews gives the series a down-to-earth quality that feels honest and not overly produced ([see story](#)).

#### *The Greenhouse Project*

Tiffany is also an active supporter of art. For instance, the jeweler partnered with the Outset Contemporary Art Fund to offer seven rent-free studios in London for young, recent graduates of some of London's top art schools.

The partnership is meant to nurture young artists by helping them navigate the financially difficult early days of an art career when money is tight and studio time is desperately needed. Tiffany has released a short video series showcasing some of the art already created by the young artists who will make use of these free studios ([see story](#)).

The nature themes of this campaign are also reflected in some other recent Tiffany projects. For instance, the brand is showing its support of wildlife conservation by bringing Western consumers into a world they would not normally see.

The jewelry brand is sponsoring a new film from Conservation International that takes viewers into Africa and its wildlife, along with the individuals who care for the animals. Narrated by actress Lupito Nyong'o, the film uses 360-degree effects, mixing technology with nature ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.