

ARTS AND ENTERTAINMENT

Dior, Bergdorf Goodman, Artsy team to showcase emerging artists

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The Artsy Vanguard project blends art and fashion. Image credit: Bergdorf Goodman

By SARAH JONES

Global art platform Artsy is joining forces with Dior, Bergdorf Goodman and American Express to spotlight some of the most significant artists of today.

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The Artsy Vanguard is a collaborative project that spans in-store displays and editorial content. Kicking off May 3, this multichannel initiative brings together art and fashion, two fields that frequently collide over shared creative pursuits.

"Artsy partners with top global brands who have an authentic interest in art to create powerful, one-of-a-kind art experiences, both online and offline," said Nina Lawrence, chief revenue officer, content at [Artsy](#), New York. "Bergdorf Goodman and Dior share Artsy's commitment to supporting artists and celebrating the year's most exciting global talents.

"It's exciting to be able to provide these artists with an opportunity to showcase work and to create new work in one of the most highly trafficked and iconic fashion destinations in the world."

New class

This year's Artsy Vanguard class includes 50 contemporary artists who are shaping the field. Some are emerging stars, while others are being honored for reaching a tipping point in their careers or finally getting their due after being under the radar.

The platform's annual editorial feature, sponsored by Dior, debuted on April 30.

From this group, Artsy has chosen nine artists to showcase in an exhibition and window displays at Bergdorf Goodman.

On the second floor of the department store, works from TM Davy, Rochelle Feinstein, Allison Janae Hamilton, Tyler Mitchell, Cynthia Talmadge, and Lina Iris Viktor will be interspersed with looks from Dior's fall/winter 2018 collection, which was inspired by surrealist photo. This exhibit is the brainchild of Matthew Israel, Artsy curator at large.



A post shared by Bergdorf Goodman (@bergdorfs) on May 1, 2018 at 2:17pm PDT

Artsy Projects curator Elena Soboleva worked with Bergdorf Goodman's senior director of visual presentation David Hoey to curate site-specific installations for the retailer's windows.

The panes feature the work of artists Hayden Dunham, Lena Henke and Hannah Levy, who each portray their vision of a fantasy landscape in their chosen medium.

Ms. Dunham's installation uses shards of glass to create a wave, while Ms. Henke's piece shares her love of urban architecture through the use of fiberglass ropes.

Meanwhile, Ms. Levy's contribution leverages steel claws and silicone structures.

"The Artsy Vanguard takes one of our most successful editorial features, now an annual touchstone, and with it, elegantly combines art, design and fashion," said Marina Cashdan, creative director and head of editorial at Artsy, in a statement. "This blend of the newly discovered artists and a newly conceived Dior collection and established is what makes this such a unique and exciting union, showing that confidence and integrity are defining the next era of contemporary art and fashion.

"I couldn't imagine better partners to join forces with than Bergdorf Goodman, a beloved New York establishment, and Dior, one of fashion's most iconic luxury houses."

The Artsy Vanguard exhibit will be up until May 20, while the windows will be on display until May 16.

Art meets fashion

Dior's affiliation with Artsy for this project reflects its recent focus on artists.

The French fashion house is drawing attention toward its spring/summer 2018 collection with an artistic campaign.

For this season, the label's creative director Maria Grazia Chiuri was inspired by French-American artist Niki de Saint Phalle, who was a friend of designer Marc Bohan during his days at the helm of Dior. Taking reference from this muse, Dior's campaign puts the focus on female-produced art ([see story](#)).

Bergdorf Goodman has also aligned with the arts before. In 2014, the retailer previewed Sotheby's Contemporary Art Day Sale with a store window display of art mixed with apparel.

The displays, up from Sept. 26 through Oct. 13, featured work from the likes of Andy Warhol and Damien Hirst, representing the first time the retailer had used work of this scale in its windows. In addition to creating a street-level gallery to attract consumers, this gave Sotheby's publicity for its upcoming sale ([see story](#)).

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