

APPAREL AND ACCESSORIES

Gucci Garden highlights Björk collaboration in exhibition

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Gucci Garden is looking back on the brand's partnership with Björk. Image courtesy of Gucci

By STAFF REPORTS

Italian fashion house Gucci is inaugurating two new rooms at its Florentine gallery space with an exhibit that looks back on the brand's partnership with recording artist Björk.

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Opened in January, Gucci Garden is situated outside of its branded museum in the Palazzo della Mercanzia, offering visitors permanent displays, retail and a dining concept ([see story](#)). Now, Gucci is expanding on its gallerias with the addition of a pair of period rooms that will host revolving installations.

Inaugural installation

The first exhibit being held in the period rooms on Gucci Garden's first floor is dedicated to Björk, specifically focusing on the brand's partnership with her on her music video for "The Gate."

Last year, Gucci's creative director Alessandro Michele designed an otherworldly garment that served as the centerpiece for the Icelandic singer-songwriter's video ([see story](#)). This dress, which took 550 hours to construct and 320 hours to embroider, is a focal point of Gucci's exhibit.

Other items on display from the music video include a second gown and masks by embroiderer James Merry. Furthering Gucci's look at the environment created within the film, the exhibit showcases books tied to the music video's world.



Gucci Garden is putting on an exhibit about Bjrk. Image courtesy of Gucci

On Gucci Garden's ground floor boutique, shoppers will be able to purchase books related to Bjrk, including the catalogue from the Museum of Modern Art exhibit on the artist.

This store sells merchandise not available in any other Gucci location. Gucci Garden has just launched a collection of apparel, shoes and bags by London artist Isabella Cotier, which were inspired by illustrations she drew of local Florentine characters.



Isabella Cotier's work draws from people she saw out in Florence. Image courtesy of Gucci

Gucci Garden has also updated its screening room, showing the second episode of "Zeus Machine," a series dedicated to Hercules that debuted at the gallery when it opened. Made by the film group Zapruder, the series' latest installment takes place Olympic wrestling club Atletico Faenza.

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