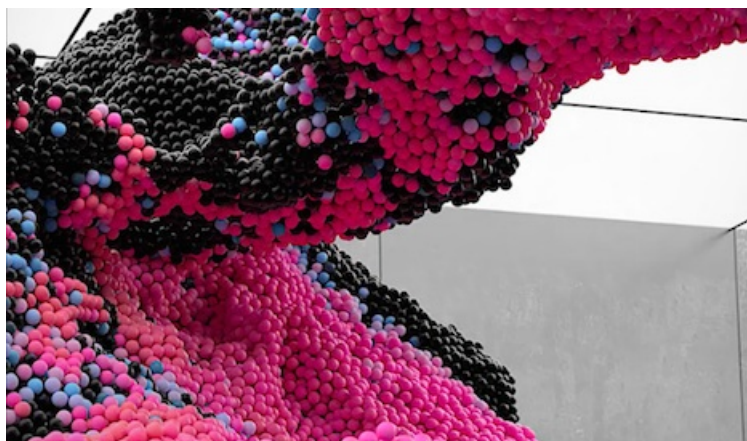


HOME FURNISHINGS

LG Signature turns products into works of art

December 7, 2018



LG Signature's installation with Maxim Zhestkov. Image credit: LG Signature

By STAFF REPORTS

Appliance and electronics brand LG Signature has collaborated with artists in an immersive experience to show off its products through varying methods.

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Pop-up House of LG Signature invites a variety of tastemakers and art enthusiasts to explore the experience created by four different artists. Each piece features an LG Signature product in a work of art in the medium of that particular artist.

Showcasing Signature

The House of LG Signature will show off the OLED W8 TV and its picture quality with a visual journey from artist Maxim Zhestkov. LG explains that the piece starts off in perfect black and moves to perfect color.

Showing off the Instaview Refrigerator, artist Gabe Barcia-Colombo's 3D sculptural will be revealed through projection works a standalone sculpture in the center of the room with opaque windows.

An auditory journey will exhibit LG Signature's washer and dryer's ergonomic design in a space created with the same technology. Spiritual teacher and author Biet Simkin will lead a soundscape experience, showing that meditation can be exciting.

"My musical piece featured at House of LG Signature shows that meditation can be sensuous, exciting and alive," Mr. Simkin said, in a statement. "It's nice to see LG Signature is doing their part in achieving that same notion in their technology, producing a genuinely innovative result."

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Happy to have Fluid Structure in a new intimate format be a part of @lg_signature Signature Miami Art Week Exhibition, December 6-9th in Wynwood #lgsignature #houseoflgsignature #artbaselmiami #lgsignaturepartner

A post shared by Vincent Houz (@vincent.houze) on Dec 7, 2018 at 9:01am PST

Multimedia artist Vincent Houze will artistically demonstrate the visualized air purification of the Air Purifier Rain View Window with an immersive and interactive fluid projection installation.

Following the art installations, guests will be able to interact with the products in a gallery format.

"The House of LG Signature is a direct reflection of the brand's desire to showcase our technology in a way that's artfully designed to match our clients' refined lifestyles," said David VanderWaal, senior vice president of marketing at LG Electronics USA, in a statement. "What better place to engage those with a discerning eye and hunger for artistic experiences than with the art community in Miami."

Similarly, LG Signature associated its products with a "metro classy lifestyle" through an influencer effort.

Through global partnerships with interior designers, architects and those in other design-related fields, LG Signature is looking to present its creations as part of a broader luxury home environment. In addition to touting the functional purposes of its products, LG Signature is also putting the focus on the technologies' designs ([see story](#)).