

APPAREL AND ACCESSORIES

Gucci Garden dives into house codes, heritage with new exhibits

June 13, 2019



Gucci Garden has added new displays. Image courtesy of Gucci

By STAFF REPORTS

Italian fashion label Gucci is updating its Gucci Garden Galleria with exhibits that explore facets of the house including its common motifs and signature styles.

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

Coinciding with Pitti Uomo, the men's fashion week in Florence, the brand is debuting a series of displays at its Gucci Garden in Palazzo della Mercanzia in the Piazza della Signoria. In addition to refreshing the gallery's offerings, this change up is meant to reflect the evolving nature of Gucci, as well as the brand's bridges between past and present.

Planting new stories

Originally launched in 2018 based on the vision of artistic director Alessandro Michele, Gucci Garden is a hybrid brand experience center featuring exhibition space, a store and dining concept ([see story](#)).

Gucci is now telling new stories within Gucci Garden, with further exhibits curated by Maris Luisa Frisa.

"D'tournement," featured on the first level, examines elements of Gucci such as its logo by picking them apart and reconstructing them, giving them a new perspective and look. Illustrating this room is a piece by Japanese artist Yuko Higuchi, who blended together Gucci motifs such as its red and green stripes, a tiger, a kingsnake, flowers and the letter G.



Gucci Garden now includes a garden-themed mural. Image courtesy of Gucci

In Gucci Garden, the brand is also diving into handbags with "Bagology." Taking its name from the subtitle of the Anita Daniel's article "Inside Story of a Handbag" for *The New York Times* in 1945, the exhibit traces Gucci's handbags from the 1950s to the present.

Also on the first level is "Cosmorama," which explores Gucci's jet-setting accessories such as luggage and hat boxes.

Another exhibit located on the second level focuses on naturalistic elements in Gucci designs. The centerpiece of "Ouroboros" is the image of a snake biting its tail.

"Jardin d'Hiver" further explores Gucci's relationship to nature through archival materials.

Gucci is also spotlighting some of its often-used celestial hues in "Cosmic Colors."

In Gucci Garden's Cinema da Camera, the brand will be showing an audio project by poet John Giorno. The American artist's recordings in Florence from 1983 to 1998 have become a 12-track album.

Curated by Maurizio Nannucci, "John Giorno in Florence" was originally produced in 2012 by Recordthings and Zona Archives.

Along with exhibits and entertainment, Gucci Garden's store is getting a refresh for Pitti Uomo. The brand tapped artist Livia Carpenzano for an exclusive collection that features her drawings based on Ovid's "Metamorphoses."

The Gucci Garden store strategy centers on exclusives. Among the new additions to the boutique are Bamboo handbags in exclusive prints and Sylvie and Dionysus bag styles that are solely on sale in the location.

Remaining up in the Period Rooms at Gucci Garden is an exhibit paralleling the label's presence in men's style with art.

The exhibit takes a deep dive into how Gucci's fashion has impacted men's style throughout the years. Ms. Frisa has selected a variety of pieces from the Gucci archives that support this notion for the exhibit, which will open in tandem with the unveiling of the latest wall paintings for which the label is known ([see story](#)).