

MEDIA AND PUBLISHING

## Gucci debuts artbook with Greco-Roman theme as part of cultural support

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*Imitation is the sincerest form of flattery: Gucci's Oviparity artbook. Image courtesy of Gucci*

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By STAFF REPORTS

Gucci will launch a limited-edition artbook of photographs by Yorgos Lanthimos, a Greek photographer with ties to stage and film who shot the images for the fashion brand's Cruise 2020 collection at the Leda Gallery of Rome's Villa Albani Torlonia.

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Released this month, the book is titled *Oviparity* (\$80, IDEA Books), a reference to the Greek myth of Leda and the Swan, and also a zoological term meaning the production of eggs by an animal. In some versions of the myth, Leda, having been seduced by Zeus in the form of a swan, lays two eggs from which two of her children are hatched.

Gucci will restore the Leda Gallery of Villa Albani Torlonia as part of this project.

The fashion label is Kering's flagship luxury brand.



*Gucci's latest artbook, Oviparity, by photographer/filmmaker by Yorgos Lanthimos (\$80, IDEA Books). Image courtesy of Gucci*

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Mr. Lanthimos' images in the book show elderly men and women whose powdered white skin mimics the pallor of marble. They pose like statues or artists' models and interact with young people wearing colorful and patterned Gucci outfits, who are in the full flush of youth, Gucci said.

Often these young and aged bodies embrace or touch each other tenderly, according to Gucci, prompting the reader to consider the relationship between the eternal, beautiful sculpted statues and their transient, living subject matter, which is humanity.



*Juxtaposition is key to the Gucci artbook. Image courtesy of Gucci*

The Leda Gallery is housed within the walls of Villa Albini Torlonia, once a cultural center of Rome. The gallery has a sweeping collection of Greek and Roman statues, with the first-century Roman copy of a fourth-century BC Leda and the Swan piece sitting at the center.

Per Gucci, house creative director Alessandro Michele took this as his inspiration for the book's shoot, which covers the importance of the value of the copy that possesses its own authenticity.

Mr. Lanthimos also shot the Men's Cruise 2020 lookbook for Gucci.

OVIPARITY WILL be available online and at Gucci Garden in Florence and Gucci Wooster in New York.

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