

ARTS AND ENTERTAINMENT

Gucci supports alternative notion for art spaces with Seoul exhibition

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이 공간, 그 장소 : 헤 테 로 토 피 아

Poster for Gucci's *No Space, Just A Place* exhibition at Seoul's Daelim Museum March 12 through June 15. Image courtesy of Gucci

By STAFF REPORTS

Kering-owned Italian fashion giant Gucci has unveiled plans for a multi-layered project called "No Space, Just A Place" to support the culture and contemporary art scene in the South Korean capital of Seoul, a city that has attracted much attention from LVMH as well for more store openings.

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Taking its cues from the complex history of independent and alternative art spaces in Seoul and Gucci's reflections on *eterotopia*, the exhibition in Seoul's Daelim Museum will suggest a new definition of what an "other space" might be: a place to build a different, desirable future with new ways for humans to relate to each other and to their surroundings.

Spaced out

Running March 12 through June 15, the exhibition will be curated by radical aesthete Myriam Ben Salah and led by Gucci designer Alessandro Michele's meditations on society, particularly the ethical and aesthetic value of the relationships between genres and gender, notion of learnsapes, urgency of self-expression and an ageless anthropological manifesto.

These are key themes to Mr. Michele that are reflected in the mission and ambition of these alternative spaces.

Independent and alternative spaces in art are historically underground venues that populate storefronts, lofts,

warehouses and other places abandoned by the mainstream, according to the brand.

These spaces confront the neutrality of the commercial gallery's "white box" by promoting work that is often politically engaged, experimental, and more concerned with artistic debates than commercial viability, as Gucci puts it.

"Since the spontaneous appearance of these initiatives in the late 1990s in Seoul, a growing number of projects have engaged in the practice of critically questioning the art ecosystem," Gucci said in a statement.

"'No Space, Just a Place' aims to give visibility to these radical venues and to explore their alternativeness' as a conceptual tool through which to think about autonomy, defy authority and foresee new narratives for the future," the company said.

The exhibition creates a new definition of "being together" while not being a single entity: a selection of independent art spaces has been invited to exhibit at the Daelim Museum across its three floors.

Each space will present a project conceived by its own team in dialogue with the curator, including the work of one or several artists that the participants represent or support, Gucci said.

"Every project will be thematically tied to the idea of the alternative spaces as a utopian place in which to set new empowering narratives, dwelling on the understanding of otherness, the exploration of minoritarian identities and queer politics," the company stated.

TO ADD TO the dialogue and feed the debate, the curator asked a crop of local and international artists to exhibit their works in the form of immersive installations inspired by the near future or by fantastic mythologies.

"Using strong visual imagery, imbued with humour and magical realism, the artists playfully question the narrow perspectives of our society's dominant discourses in a way that perfectly chimes with Gucci's singular, eclectic, contemporary vision," Gucci stated.

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