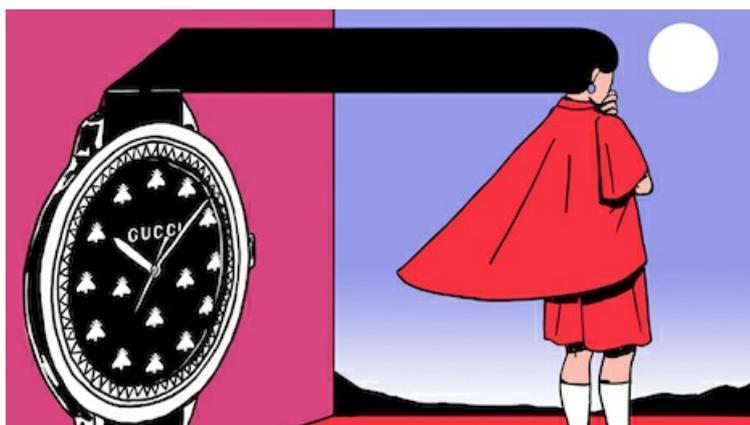


WATCHES AND JEWELRY

Gucci, in yet another collaboration, enlists line-up of international artists to interpret its G-Timeless watch

July 13, 2020



Andrey Kasay's interpretation of the Gucci G-Timeless automatic watch. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Over the years, Gucci has partnered on many collaborative projects with an emphasis on the digital medium. Now, the Italian fashion label has invited key visual artists to render art involving its G-Timeless automatic watch.

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Gucci creative director Alessandro Michele asked illustrators, painters and digital artists to think imaginatively and create artworks featuring various models of the G-Timeless watch.

"All were challenged to creatively interpret the watches in their own way, and to focus in particular on the element that makes the G-Timeless so distinctive: the motif of the bee, first introduced to Gucci in the 1970s, which is the key decorative feature on the stone dials of these timepieces, where it functions as every hour-marking index," Gucci said in a statement.

Creative time

The G-Timeless watch features a stone dial decorated with Gucci's bees. The transparent case back offers a glimpse of the automatic movement that powers the watch.

There are eight Swiss-made variations of the G-Timeless, with a 38mm or a 42mm case. Three models combine an 18kt yellow gold case with a black onyx, brown tiger-eye or green malachite stone dial. Five further variants combine a steel case with a blue lapis stone dial or a black onyx stone dial.



Kurdish-British artist Tishk Barzanji creates surreal, architecture-infused illustrations that depict impossible structures and dark domestic scenes. This is his interpretation of the Gucci G-Timeless watch. Image courtesy of Gucci

For [this project](#), the artists participating span the world.

Some, such as Winnie Chi from China and Kieron Livingstone from the United Kingdom, have previously collaborated with Gucci.

Others are new partners to Gucci, including London-based Oh de Laval and Tishk Barzanji, Balfua from California, David Macho from Spain and Andrey Kasay from Russia.

"The style I work in came together, after a year of researching color theory," Mr. Barzanji said on Instagram.

"The relationship between colors, and how they create an atmosphere," he said. "I wanted to create work that showed simplicity and complexity, with the rich atmospheres the colors created. I look at deconstruction but also showing raw emotion, and mood of the scene through surrealism."

Of the other artists, the United States' Margot Ferrick and U.K.'s Cambo, have already had their artworks for this project previewed on Gucci's Instagram as a teaser, along with Ms. Chi, who presented an animation.

"Although each artist has brought a deeply personal eye to the project, all the pieces share a dreamy, surreal mood, perfectly in keeping with Gucci's eclecticism," the company said.

[Please click here to view U.K. artist Winnie Chi's interpretation of Gucci's G-Timeless watch](#)