

ARTS AND ENTERTAINMENT

Moncler, Artsy auction colorful everyday items in Genius push

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"Fat Mini" by Erwin Wurm, available in the new auction. Image credit: Artsy

By LUXURY DAILY NEWS SERVICE

Global art platform [Artsy](#) and French-Italian outwear label Moncler have partnered on a benefit auction celebrating the Moncler Genius 2021 collection and MONDOGENIUS events.

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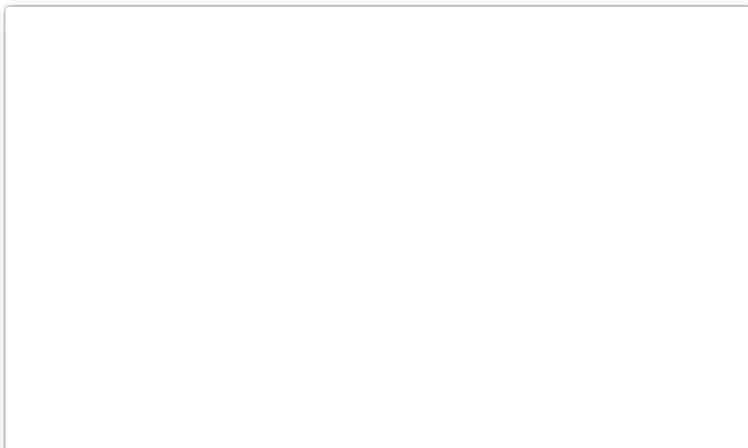
Inspired by the new 2 Moncler 1952 collection, the special editions curated by Moncler designer Sergio Zambon will be open for bidding through Oct. 11. The special editions by contemporary artists reconfigure the brand's DNA into unique contexts.

Moncler x Arsty benefit auction

The auction is accompanied by "Instant Message: A One-Day Exhibition" which was on display on Sept. 25 at Milan's Central Station as part of MONDOGENIUS, Moncler's digital fashion experience.

For Mr. Zambon's first foray into art curation, he worked with artists Erwin Wurm, Prem Sahib and Andrea Anastasio.

The art reconfigures the brand's DNA in tapping unexpected contexts, transforming everyday items like cars, vases and desks into colorful, show-stopping works of art.



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A post shared by Artsy (@artsy)

The auction is now open for bidding at Artsy

All proceeds from the sale will be donated to the nonprofit [Free The Work](#) on behalf of [The Film Path](#), aiming to promote a more inclusive and diverse creative industry through the hiring of Black, Indigenous and people of color (BIPOC) and transgender crew members for film, television, and advertising.

This is not the first time Moncler has delved into unique installations or collaborations through its Genius concept.

In 2018, retailer Ssense hosting an installation to celebrate the fashion label's third Genius push.

Ssense's Montreal flagship hosted a physical exhibit as an atmospheric recreation of the collection's Milan Fashion Week showcase. The installation featured Craig Green's Genius designs adjacent to dark, mechanical sculptures created by studio Isabel + Helen ([see story](#)).

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