

ARTS AND ENTERTAINMENT

## Gucci brings art into the metaverse with Vault Art Space

June 23, 2022



The gallery features an initial slate of 29 artists. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Gucci** is taking its presence in digital reality one step further with the launch of Vault Art Space and its first online exhibit and auction, "The Next 100 Years of Gucci."

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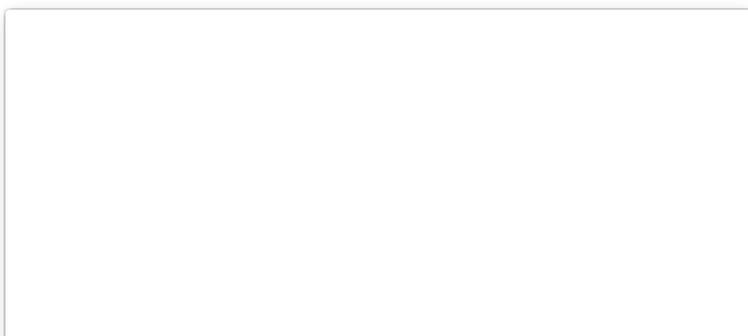
Created in partnership with NFT marketplace SuperRare, the gallery serves as a place to view and collect innovative pieces from contemporary artists. For the project, the brand selected 29 artists to create a telescopic vision of Gucci's future through NFT installations.

### Vault Art

The debut exhibition, "The Next 100 Years of Gucci," presents a selection of NFT artworks, each a collectible fragment of Gucci's kaleidoscopic heritage.

From crypto art natives to more traditional creators experimenting with digital art forms and from past Gucci collaborators to emerging talents, the initial slate of artists boasts a variety of talent.

The artists: Alanna Vanacore, Alex Trochut, Alexis Christodoulou, Aliendope, ALIENQUEEN, Aliina Kauranne, anchenillustration, Antoni Tudisco, Drta Katrna, diberkato, Drew Young, eBoy, Ignasi Monreal, Ignorance1, Jordan Schiffer, Kris Andrew Small, loudsqueak, Merijn Hos & Jurriaan Hos, Paulina Almira, Pet Liger, Pindar Van Arman, SamJ, Sasha Katz, Sheidlina, Tim Maxwell, trs.mnz, Tyler Spangler, VEXX and YEAH YEAH CHLOE.



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A post shared by @gucci

*Gucci partnered with NFT marketplace SuperRare for the project*

Vault Art Space infinitely extends creative director Alessandro Michele's vision for the brand, advancing Gucci's journey into the digital Web3 art realm.

For the launch of "The Next 100 Years of Gucci" in the Vault Art Space, Gucci and SuperRare will host three Twitter Spaces conversations on June 23, where artist, philosopher, curator and writer Rowynn Dumont will speak to participating artists about creating and collecting art.

The gallery will be showcased and auctioned off directly on Vault's website in three drops, with the first from June 23-July 1, 2022, the second from July 7-15 and the third from July 21-29. All transactions will use Ethereum.

The house first introduced Vault, Gucci's experimental online space imagined by Mr. Michele, to the metaverse in February of this year.

Vault's virtual shelves hold a wide-ranging combination of vintage Gucci products, new creations by handpicked designers and will soon feature a wider offering of noteworthy brands selected by Mr. Michele ([see story](#)).

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