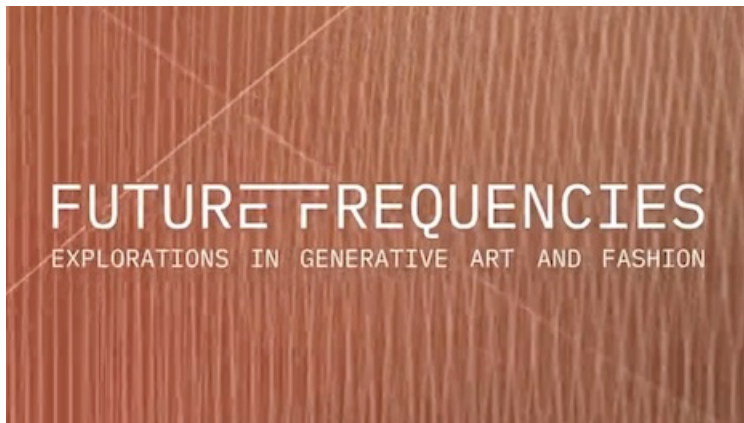


ARTS AND ENTERTAINMENT

Gucci, Christie's 3.0 fold digital assets into upcoming auction

July 17, 2023



The sale will open for bidding on July 18 and run through July 25, 2023. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Gucci** is delving into futuristic creativity.

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Together with British auction house Christie's, the two parties are hosting a collaborative sale featuring digital art. The auction, "Future Frequencies: Explorations in Generative Art and Fashion," will open for bidding on July 18 and run through July 25, 2023, on Christie's 3.0 platform.

"Christie's is so thrilled to present Future Frequencies: Explorations in Generative Art and Fashion in collaboration with Gucci," said Sebastian Sanchez, manager of digital art sales at **Christie's**, in a statement.

"The auction features a select group of artists heavily inspired by the design and production of garments, textiles and the fashion industry at large," Mr. Sanchez said. "The outputs they've created range from abstract to literal and are completely fascinating, changing the way we can think about using algorithms and data to advance human creativity across fields.

"We are particularly excited to showcase this auction and exhibition alongside Christie's seventh Art + Tech Summit this summer in New York City."

New generation

The new auction is soon to go live on Christie's 3.0, a fully on-chain auction platform that went live in 2022.

Additionally, the pieces will be highlighted on the Gucci Art Space site, the brand's online gallery. Celebrating the intersections of fashion and the work of creatives, the digital collective hosts auctions and exhibitions spanning topics from heritage to the future of art.

The new platform is an extension of the Vault Art Space, which was presented in 2022 ([see story](#)). Its inaugural auction featured a selection of nonfungible token (NFT) artworks, each of which included references to Gucci's history.

In proud partnership with [@ChristiesInc](#), the House is crafting new conversations on [#GucciArtSpace](#). Stay tuned for Future Frequencies: Explorations in Generative Art and Fashion,' an NFT auction from July 18-25 spotlighting artists exploring uncharted ways of creating.
pic.twitter.com/cKgYw9iJMD

gucci (@gucci) July 14, 2023

The sale and its accompanying exhibition was called "The Next 100 Years of Gucci."

Now, Christie's and Gucci are spotlighting 20 contemporary artists who are once again encountering the crossover between fashion, technology and their respective crafts. This time, generative systems are being used to create the pieces, the professionals using the modern capability as a tool.

Japanese multidisciplinary artist Emi Kusano, American new media artist Zach Lieberman and the anonymous AI artist known as Claire Silver are among the talents providing their work.

Subjects range from generative contemplations on textiles to algorithmic renditions of the Gucci Bamboo 1947 handle. Once again, all 21 auction items will be sold as NFTs.

"I'm very proud to present two works: Shinjitai, created in collaboration with Emi Kusano for Gucci, and style moderne, a solo piece for Christie's," said Ms. Silver, in a statement.

Thrilled to share the first of two pieces for [@Christies](#): "Shinjitai," a collab with [@emikusano](#) for Christies x [@gucci](#)'s "Future Frequencies." An AI & 3D hand-sculpted wearable, video NFT, & physical 50 yards of embroidered fabric. 2nd thread on the 2nd piece soon.

Process pic.twitter.com/8NGvPLU69Q

Claire Silver (@ClaireSilver12) July 14, 2023

"Shinjitai, which translates to new character forms,' is wearable art that uses AI to merge the storied aesthetic of Gucci with the spirit of Harajuku fashion," she said. "Inspired by Art Deco, style moderne uses machines to create an intimate digital home for its collector.

"Combining AI, 3D, film, and advanced mathematical functions with antique paintings and tapestries from China, Japan, and Eastern and Western Europe, both works are intended to celebrate the era of AI: the sophistication of experience, the innocent joy of the new, the depth of cultural heritage, and the light of the future."

To celebrate the nature of the auction, both of Ms. Silver's works include physical components for those who take the NFTs home, such as rolls of fabric and hologram displays.