

ARTS AND ENTERTAINMENT

Gucci, Christie's 3.0 come together for digital art auction

November 21, 2023



All of the new takes on Gucci's house signatures and the auction itself are said to be inspired by "Gucci Cosmos." Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Gucci** and British auction house **Christie's** are working together to bring digital assets to prospective buyers once again.

The two parties are collaborating for the second time to present a new collection on the Gucci Art Space platform. Beginning Nov. 21, the "Parallel Universes: from Future Frequencies to Gucci Cosmos" auction will run through Nov. 28 and features pieces from several prominent artists.

Continued collaboration

The new auction combines the "Future Frequencies" sale previously held by the two entities ([see story](#)) and the Gucci Cosmos traveling exhibition.

Harping on the intersectionality between fashion, art and technology, "Parallel Universes" presents creations that are said to be "cutting-edge," "avant-garde" and encourage radical thinking.

Each of the works takes one of the maison's heritage themes, such as the Savoy Hotel, Horsebit emblem and "Rosso Ancora" and melds the codes with generative computer programs such as AI, giving the artwork a technological twist.

[#GucciArtSpace](#) introduces its newest art auction Parallel Universes: From Future Frequencies to Gucci Cosmos.' Presented by Christie's and the House, the generative artworks explore the archival themes of the [#GucciCosmos](#) exhibition. Discover more <https://t.co/DNDi5XKehj> pic.twitter.com/j4xupXHKUK

gucci (@gucci) **November 21, 2023**

Nine artists including Alexis Andre, Alexis Christodoulou, Amy Goodchild, Harvey Rayner, Jacqui Kenny, Jo Ann, Melissa Wiederrecht, Sasha Stiles and Thomas Lin Pedersen are involved.

Auction entries are inspired by the designs of Italian fashion critic Maria Luisa Frisa and British contemporary artist Es Devlin, the curators and creators of Gucci Cosmos, which recently opened in the metaverse ([see story](#)).

The auction is currently ongoing and can be found on the Gucci Art Space [website](#).

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