

CHRISTIE'S x GUCCI

PRESS RELEASE | NEW YORK | FOR IMMEDIATE RELEASE | JULY 14 2023

FUTURE FREQUENCIES

EXPLORATIONS IN GENERATIVE ART AND FASHION

PRESENTED BY CHRISTIE'S AND GUCCI



Claire Silver
style moderne

NEW YORK – Christie's and Gucci are proud to announce [**Future Frequencies: Explorations in Generative Art and Fashion**](#), open for bidding July 18 – 25, 2023. This collaborative auction showcases a number of today's leading talents in the digital art space, featuring a diverse group of artistic notables with a distinct focus on generative systems and artificial intelligence. The sale comprises 21 NFTs, including examples from Claire Silver, Emi Kusano, Emily Xie, William Mapan, Zach Lieberman, Botto, Helena Sarin, DRAUP, among others.

In each of their works, the artists creatively explore intersectional aspects of fashion, art, and technology, with themes ranging from generative textile studies to algorithmic interpretations of the iconic Gucci Bamboo 1947 handle. This interplay between autonomous systems, AI, and fashion represents a fusion of disparate ecosystems – overlaying fashion, an industry concerned with garment design and production, onto the worlds of generative art and artificial intelligence, which employ algorithms, modeling, and data to simulate human-like intelligence and artistic output. The result is a pioneering take, with many female artists' perspectives, on the many opportunities at the cutting-edge of creativity

and technology. It's an invitation to avant-garde thinking, with the motivation to propel radical new ideas and concepts around fashion's supporting technologies towards future realities.

Sebastian Sanchez, Manager of Digital Art Sales, Christie's, remarks: *"Christie's is so thrilled to present Future Frequencies, Explorations in Generative Art and Fashion in collaboration with Gucci. The auction features a select group of artists heavily inspired by the design and production of garments, textiles and the fashion industry at large. 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."*

Claire Silver remarks, *"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. 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. 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. In the spirit of our digital+physical world, both works include physical components for their collectors--from rolls of fabric to hologram displays."*

The auction takes place on Christie's 3.0, a fully on-chain auction platform launched by Christie's in 2022, and the works will also be highlighted on Gucci Art Space, Gucci's online gallery space spotlighting and empowering artists by providing them with the freedom and latitude to harness uncharted, innovative concepts and expressions at the intersection of fashion and art, to disrupt and redefine existing norms. It follows up on Gucci's launch of its Vault Art Space back in 2022. Unbound by physical walls, this purely digital environment presents an immersive whirlwind of creativity since its debut auction and exhibition, *The Next 100 Years of Gucci*, auctioning a selection of NFT artworks, each a visionary and collectible fragment of Gucci's kaleidoscopic heritage.

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About Christie's

Founded in 1766, Christie's is a world-leading art and luxury business. Renowned and trusted for its expert live and online auctions, as well as its bespoke private sales, Christie's offers a full portfolio of [global services](#) to its clients, including art appraisal, art financing, international real estate and education. Christie's has a physical presence in 46 countries, throughout the Americas, Europe, Middle East, and Asia Pacific, with flagship [international sales hubs](#) in New York, London, Hong Kong, Paris and Geneva. It also is the only international auction house authorized to hold sales in mainland China (Shanghai).

Christie's [auctions](#) span more than [80 art and luxury categories](#), at price points ranging from \$200 to over \$100 million. Christie's has sold 8 of the 10 most important single-owner collections in history, including the [Paul G. Allen Collection](#)—the most valuable collection ever offered at auction (November 2022). In recent years, Christie's also achieved the world record price for an artwork at auction ([Leonardo da Vinci's Salvator Mundi](#), 2017), for a 20th century artwork ([Andy Warhol's Shot Sage Blue Marilyn](#), 2022) and for a work by a living artist ([Jeff Koons' Rabbit](#), 2019). Christie's [Private Sales](#) offers a seamless service for buying and selling art, jewellery and watches outside of the auction calendar, working exclusively with Christie's specialists at a client's individual pace.

Following the groundbreaking 2021 sale of the first digital art NFT ever offered by a global auction house ([Beeple's Everydays](#)), Christie's recently launched the first [fully on-chain auction platform](#) dedicated to exceptional NFT art. As an industry leader in digital innovation, Christie's also continues to pioneer new technologies that are redefining the business of art, including the use of hologram technology to tour life-size 3D objects around the world, and the creation of viewing and bidding experiences that integrate augmented reality, global livestreaming, buy-now channels, and hybrid sales formats.

Christie's is dedicated to advancing [responsible culture](#) throughout its business and communities worldwide, including achieving sustainability by reducing our carbon emissions by 50% and pledging to be net zero by 2030, and actively using its platform in the art world to amplify under-represented voices and support positive change.

Browse, bid, [discover](#), and join us for the best of art and luxury at: www.christies.com or by downloading Christie's apps.

** Please note when quoting estimates above that other fees will apply in addition to the hammer price - see Section D of the Conditions of Sale at the back of the sale catalogue.*

**Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium.*

About Gucci

Founded in Florence, Italy, in 1921, Gucci is one of the world's leading luxury brands. Following the House's centenary, Gucci forges ahead continuing to redefine luxury while celebrating creativity, Italian craftsmanship, and innovation.

Gucci is part of the global luxury group Kering, which manages renowned Houses in fashion, leather goods, jewelry, and eyewear.

Discover more about Gucci at www.gucci.com.

