

Loh, Ian. "Alexander McQueen's Artist Project, *L'OFFICIEL MALAYSIA*, 13 July 2022.

L'OFFICIEL

Alexander McQueen's Artist Project

The British house teams up with 12 female artists to reinterpret the Pre-Fall 2022 collection.

07.13.2022 by Ian Loh



Alexander McQueen teams up with 12 female artists to reinterpret the Pre-Fall 2022 collection.

A forerunner in radical artistry, Alexander McQueen introduces *Process*, a special collaboration with 12 international female artists to engage in a creative dialogue with the British house. Each artist has chosen a look from the Pre-fall 2022 collection and reinterpreted it in her own medium of art. "I wanted to engage in a new creative dialogue with the collection this season and see how the artists interpreted the work that we created in the studio," Sarah Burton, Creative Director of Alexander McQueen says.

The global line-up of artists include: Ann Cathrin November Høibo, Beverly Semmes, Bingyi, Cristina de Middel, Guinevere van Seenus, Hope Gangloff, Marcia Kure, Jackie Nickerson, Jennie Jieun Lee, Judas Companion, Marcela Correa, Marcia Michael. To illustrate the fact that creativity emerges from different viewpoints, the artists were also given complete creative freedom over their works. The artworks conceived are to be displayed alongside the McQueen clothes they relate to in a temporary installation designed to showcase the individual approaches and the ways in which art and fashion interact.

"It's been very interesting to see how creativity has sprung from so many different perspectives, and the outcomes that have been varied and beautiful. We wanted the artists to have total freedom to respond to the looks, creating bold and thought-provoking conversations with their works. I hope that viewers will be as inspired as we have all been by witnessing these creative processes," Burton adds.

The resulting works include paintings, ceramics, epoxy resin sculptures to embroidered Polaroids; evoking the colour palette or riffing on the collection's romantic yet architectural shapes. To commemorate this special initiative, a zine entitled *Process* will also be released to document the details of each artist's creative journey.