

HAUTE LIVING

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Gucci Lands In Miami With An Immersive Installation Celebrating The Holiday Season

Gucci is bringing the magic of the holiday season to life with a dazzling, immersive installation at Sweet Bird North Plaza in Miami's Design District during Art Basel Miami Beach. Running through January 7, this festive creation captures the joyful spirit of the season while paying tribute to the House's illustrious heritage, rooted in travel and luxury craftsmanship.

Inspired by enchanted snow globes, the installation serves as a visual journey through Gucci's storied past. At its center lies a tribute to founder Guccio Gucci, whose time as a porter at London's Savoy Hotel sparked his fascination with elegant luggage—a fascination that later evolved into the House's iconic GG Monogram and luxury travel goods.



Photo Credit: Courtesy of Gucci

Against a backdrop of intricately designed miniature buildings, Gucci's renowned luggage collection—featuring suitcases and grand trunks—takes center stage. These scenes celebrate key locations in Gucci's history, including Florence's Palazzo Gucci in Palazzo della Mercanzia, the Wooster Street boutique in New York City, and flagship stores on Avenue Montaigne in Paris and New Bond Street in London.

Adding to the festivities, Gucci has taken over Sweet Bird North Plaza with a series of Art Walls, featuring murals by American artist Corydon Cowansage. Known for her lush, biomorphic compositions, Cowansage adapted one of her existing works for the installation, blending abstraction and figuration to stunning effect.



Photo Credit: Courtesy of Gucci

Her murals, painted in vibrant colors against pale blue backdrops, incorporate flowing, undulating shapes reminiscent of lips—some smiling, others provocatively distorted. These forms evoke the legacy of pioneering women artists like Judy Chicago and Zilia Sanchez, whose works redefined femininity through anatomical abstraction. Cowansage's murals also align with her presence at Miami Art Basel, where her work will be showcased at the Kaufmann Repetto gallery booth beginning December 4.

As part of the holiday celebration, Gucci has extended its festive spirit to Florence, illuminating the façade of Palazzo Gucci. The dazzling display highlights the House's Florentine origins and echoes the grandeur of the Miami installation. The lighting will remain until January 17, creating a harmonious connection between Gucci's global celebrations.



Photo Credit: Courtesy of Gucci

With its immersive installation, vibrant Art Walls, and tribute to both its past and present, Gucci's festive celebration at Sweet Bird North Plaza is an extraordinary blend of holiday cheer and cultural heritage. Whether visiting the installation in Miami or admiring the illuminated Palazzo Gucci in Florence, guests are invited to experience the season through Gucci's unique and enchanting lens.