

Gucci Unveils Snow Globe Installation in Miami

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By **LUISA ZARGANI**  **DECEMBER 2, 2024, 5:38PM**



Gucci's snow globe in Miami. COURTESY OF GUCCI

HOLIDAY SPIRIT: Gucci is kicking off the holiday season with a festive installation in Miami, coinciding with the city's Art Week, which began on Monday.

An impressive structure reminiscent of a snow globe on Sweet Bird North Plaza in Miami's Design District is now on display until Jan. 7, paying tribute to founder Guccio Gucci. The installation nods to his early days as a porter at The Savoy hotel in London — a formative moment for the young man as the luggage of the guests would inspire him to open his own shop in Florence in 1921.

Within the globe are reproductions of Gucci's luggage pieces, set against a backdrop of intricately designed miniature buildings as animated scenes represent sites such as Palazzo Gucci in Florence, the Wooster Street boutique in New York City, and the flagships on Avenue Montaigne in Paris and New Bond Street in London.

At the same time, Gucci will take over Sweet Bird North Plaza with a series of Art Walls, collaborating with American artist Corydon Cowansage to create three murals, located between the square and Gucci's boutique. The artist is known for her sensual, biomorphic shapes in bold color palettes, and opulent compositions that blur the lines between abstraction and figuration. Cowansage adapted one of her existing works for these installations, incorporating undulating forms that create a sense of depth and movement. Against a pale blue background, these shapes are reminiscent of floating lips, reflecting the legacy of pioneering women artists like Judy Chicago and Zilia Sanchez.



The murals by Corydon Cowansage in Miami.

Cowansage is participating at Miami Art Basel, where her work will be shown at the Kaufmann Repetto gallery booth, starting Wednesday.

Gucci over the years has unveiled art walls that celebrated a diverse range of projects, collaborating with artists including Angelica Hicks, Coco Capitán and San Francisco-based illustrator Jayde Fish.

Gucci will host a private cocktail at Sweet Bird North Plaza to inaugurate the installation on Tuesday evening. This will be followed by a private dinner at Mother Wolf restaurant hosted by Gucci's deputy chief executive officer Stefano Cantino, who will take on the role of CEO next month, and socialite and philanthropist Marjorie Harris.

Figuratively bridging its hometown and Miami, the company has illuminated the facade of Palazzo Gucci in Florence, which will remain lit until Jan. 17, coinciding with the last day of menswear trade show Pitti Uomo.



Palazzo Gucci in Florence. MSO