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Inside Rei Kawakubo's Enigmatic Mind  
The Art That Artists Collect  
Big Jewels, Fast Cars & Good Food

PURE  
VISION

**ART IN COMMERCE** “We’re not fashion people, so this is a completely different realm,” admits Bruce Gilchrist, one half of the “performative architecture” duo London Fieldworks. But when DSMNY invited Gilchrist and his partner, Jo Joelson, to create a site-specific work for one of the three columns that cut through the space, they happily accepted the challenge. The final product touches on everything from outsider art and the Japanese Metabolism movement to “animal building — particularly the way small-brained creatures put structures together.”

Looking to make the store a showplace for the work of artists with strong, often idiosyncratic personal visions, Kawakubo and her team have commissioned pieces that are conceptual, challenging and about as far from Santa’s Village as you can get. Madeline Gins of the procedural architecture practice Arakawa and Gins is installing what she calls a “reversible destiny space” around a staircase. She won’t disclose much — “I think they want me to be hush-hush about it” — except to say that Joffe took a particular liking to an approach she terms the “biotopological scale-juggling procedure.”

The sound artist Calx Vive (an alias borrowed from the esoteric practice of alchemy) is creating a variety of sonic experiences designed, as she wrote in her proposal, to leave customers feeling not “bombarded but rather curious, amused, periodically transfixed.” In

addition to audio compositions — and silences — that will rotate throughout the space, she has created a number of “dilapidated sculptural objects that will be emitting sound.”

Meanwhile, the street-knitting pioneer Magda Sayeg, known for “yarn bombing” random objects on city streets — she once covered a bus in Mexico City — has been working around the clock with a team of eight craftswomen in Austin, Tex., painstakingly creating a 60-foot sleeve of yarn by hand for another of the store’s columns. The idea

evolved gradually. Sayeg’s initial proposal was meant to be “as conceptual and out-of-this-world as Comme des Garçons,” she recalls. Kawakubo was unimpressed, and Sayeg finally realized the designer really just wanted her to be herself.

It’s a common experience for Kawakubo’s collaborators. “People shiver and shake when they meet her, and they come with new things they think Rei wants,” Joffe says. “They always fail. All she wants is their core and what they stand for.” — AARON GELL



## Dover Street’s art installations are conceptual, challenging and about as far from Santa’s Village as you can get.



**COMEBACK KID** DSMNY will carry an exclusive new collection from Andre Walker (left), who has worked with Willi Smith, Kim Jones and Marc Jacobs. “I’m so nervous,” he says. “I have not designed a collection in 12 years!”

**CREATIVE CONSTRUCTION** Among the artists and architects whose original installations will occupy the store are Madeline Gins (above) of Arakawa and Gins, and Bruce Gilchrist and Jo Joelson (right) of London Fieldworks.

