

## what's in store visual merchandising

### VM News: September

Amanda Carr, WGSN 29.09.06

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#### Artist's Windows at Hermès, New York

Artist Janet Biggs combined technology and stunning images for her recent video installation at the **Hermès store on Madison Avenue**, for the **Artist's Windows at Hermès** programme.

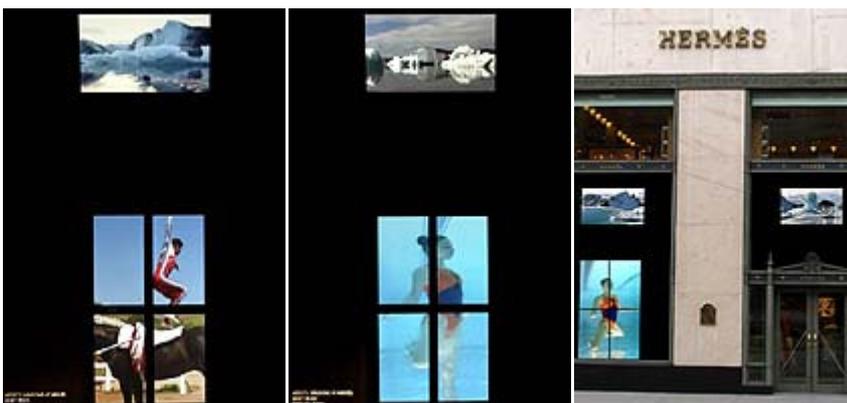
Biggs told WGSN: "I have used images of horses in my past work, so it was a natural fit with Hermès. I chose to make a **site-specific, multiple channel video installation** for the Madison Avenue side and to combine Hermès merchandise with still photographs for the 62nd Street side."



Still photos from Janet Biggs's art installation. Photos Richard Cadan

"I had been researching equestrian vaulters and thought this would be a perfect time to use them in a piece. I wanted to explore the effort required to make a something difficult seem effortless," she states.

The **view of the art changes depending on the viewer's distance from the building**. From across the street, the facade becomes one large-scale video installation, close up, each window can be viewed individually. As the viewer gets closer they are serenaded by a verse from singer/songwriter Daniel Cartier's song, *Fall on Me*.



The huge video installation seen from the front of the store. Photos Richard Cadan

#### Deconstructed art at Kiehl's

Artist **Andrew Foster** has just finished illustrating the store windows for Kiehl's in Paris and Milan, thanks to being spotted doing something similar at **Liberty's** in London last year.

"Kiehl's wanted me to produce an artwork to be hung in its new Milan

#### September news in brief

##### Artist's Windows at Hermès

- Artist Janet Biggs used images of equestrians, horses and swimmers as the basis for her window installation.
- Huge video screens fill the double-height windows of the Madison Avenue store.
- The Hermès store frequently features artwork commissioned for the windows from new artists.

[www.jbiggs.com](http://www.jbiggs.com)

##### Deconstructed art at Kiehl's

- Kiehl's asked artist Andrew Foster to construct an interesting display for the new Milan store.
- Foster deconstructed the packaging the samples were sent to him in and created "the essence of Kiehl's".
- Individual collages were created and placed in the store window.
- Kiehl's was so pleased with the results, Foster has been commissioned to work on the new Paris store window.

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##### Fashion science: Wrapology

- At Harrods, the art of "wrapology" (couture wrapping for posh parcels) is available until Christmas.
- Basso & Brooke has created exclusive limited-edition paper for the concept.
- To launch the department, a paper-dressed mannequin featured in the store window.

[www.harrods.com](http://www.harrods.com)  
[www.bassoandbrooke.com](http://www.bassoandbrooke.com)

##### Container madness