LUXUS FANTASTICUS

V&A RESEARCH

INTRO

I worked with then curator Daljit Singh on the first stages of the exhibition **‘What is Luxury?’** at the Victoria and Albert Museum.
The exhibition was supported by the Crafts Council to explore and define a future for craft within the global luxury landscape.

I decided to combine some of the work I did in to a more coherent and digestible format.

WHAT IS LUXURY?

Goods, Time, Service, Tradition, Quiet, Family... whatever you choose.

We tried to answer the question of what luxury is, what it means to us as well as others.

The answer is of course one dependant on where we live, the resources available to us and what society tells us it is.

For some a ticket on an air-conditioned bus is luxury, for others it’s the Rolls Royce.

CONSUM

MUSEUM

EXIT THROUGH THE... (you know what)

One place displaying luxury products accessible to all were the grand department stores of the late 19th Century.

Selfridges, KaDeWe and Kaufhaus Tietz come to mind. These places brought the world of luxury goods to the consumer, displayed in ever exciting ways.

To this day the parallels between a museum display and those of a high end retail store are worth noting.

JETZ
WORLD

DEPT. OF LUXURY

The preliminary research and Craft Council brief led us to the idea of creating a **‘Dept. of Luxury’** echoing the luxury department store while respecting the museum context and history.

Our idea was to bring together craftsmen and invite them to collaborate with well known brands.

We were keen to combine artisans with skilled tradesmen of another order.

D’ORSAY

MARCHÉ

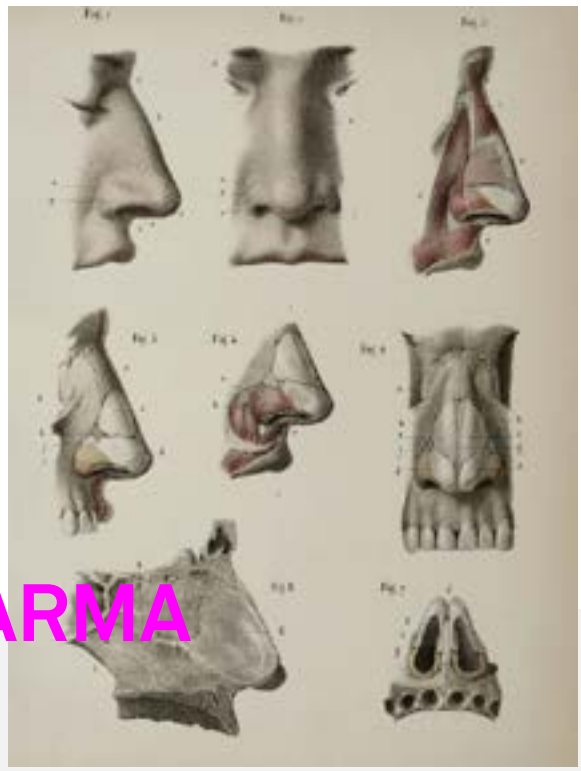
COLLAB-ORATION

HIGH INDUSTRIAL DELICACY

ROLLS ROYCE GAS TURBINE COMPRESSOR

SASKIA DIEZ RING

OLFACTORY AND HAPTIC



AQUA DI PARMA

PM NYMPHENBURG
CHRYSANTHEMUM

GUSTATORY AND HAPTIC

TRESTERBRAND ANDREAS MURKUDIS

JAPANESE POTTERY

FUTURE MEETS TRADITION

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LIZ B MORISSON CODE

PRINGLE 3D KNIT

SUMMARY

Clearly it is impossible to define conclusively what luxury is in a way that would speak for any two sections of society.

It is up to the individual and their priorities to decide, whichever way these have been shaped by demographic and socio-economic realities.

It also seemed foolish to try and create a universal definition of luxury and take away some of the personal meaning and magic it has to each of us.

NB
As Daljit Singh left the position of curator, my involvement with the project ceased as well.

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