

**paris: quasi-pagan modern**

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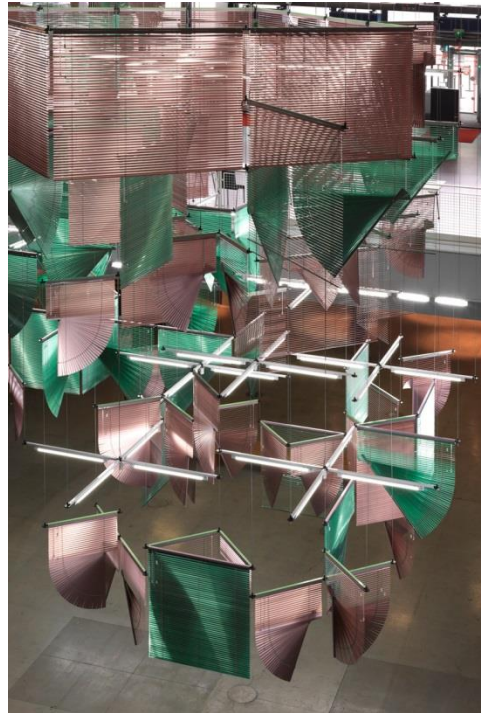
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studio haegue yang – hairy taoist fairy egg  
[2015] – courtesy galerie chantal crousel

a new season, a whole new wardrobe. well, that's what galleries lafayette is instigating. but leave it to the iconic parisian department store to instill the message by way of evocative communication. to present the new a/w 2016 collections it has collaborated with korean artist haegue yang [1971] under the moniker quasi-pagan modern. yang's creative output is based on the intricate mirroring of civilizational references relating to social and political history and phenomena, as well as on reinterpreting archetypal forms from the avant-gardists, to produce a multifaceted contemporary expression. and as a result, her work comprises of striking juxtapositions and contrasts. the collab with galleries lafayette not only features a series of windows installations at its flagship on bustling boulevard haussmann in paris, but also at its 51 other stores across france.

but obviously, the flagship store in the french capital will play a pivotal role, featuring a site-specific installation underneath the dome that is crafted from printed verticals. and also for the first time ever, an original work by a contemporary artist will grace the department store's shopping bags and that approx.150,000 of these special bags will be distributed to customers [on through oct 9]. for those interested to explore more of yang's work, there's currently a newly commissioned work on display at centre pompidou's forum [on through sep 6]. store location: 40 boulevard haussmann [opéra]. museum location: place georges pompidou [étienne marcel].



philippe migeat / haegue yang – lingering nous  
at centre pompidou