



PERFECT PAIRING

Chloe Collaborates With a London Art Collective

WOMEN'S FASHION | BY BROOKE BOBB | NOVEMBER 11, 2014 3:10 PM

Since its inception in 1994, the London-based collective Studio Voltaire has cultivated some of the brightest under-the-radar talent in the art world. To mark the organization's 20th anniversary this month, however, its director Joe Scotland is teaming up with a much more recognizable name. Beginning tomorrow and running through December, the studio will open the third installation of its biennial pop-up shop, taking place this year in partnership with Chloé and its creative director Clare Waight Keller. The temporary store, House of Voltaire, which opens tomorrow in Mayfair, will sell a curated selection of commissioned home décor, limited edition prints and artworks as well as clothing and accessories by a variety of artists and designers. Chloé has also created a special four-piece capsule collection — a bag by Waight Keller, a top and shorts by the painter Karen Kilimnik, a dress by the multimedia artist Cao Fei and a scarf by the painter Jenny Saville — all of which will also be available on Net-a-Porter starting Friday, Nov. 14.

Aside from the merchandise, Waight Keller and Scotland have also organized two exhibitions — one by the Turner Prize nominee Marvin Gaye Chetwynd and another featuring the American artist Anne Collier — now on view at Studio Voltaire's gallery space in South London. "It's a really important year for Studio Voltaire," Scotland explains, adding that Waight Keller, who was one of the original board members of the organization and is an avid contemporary art collector, was "very involved very early on" and handpicked the three female artists to create clothing for the capsule collection. According to Scotland, the chance to design with Chloé wasn't a hard sell. "Many artists," he says, "enjoy the opportunity for their work to reach a wider audience and break out of the confines of the gallery space."

House of Voltaire will run Nov. 12 through Dec. 20 upstairs at 39 – 40 Albemarle St., Mayfair, London, studiovoltaire.org.