



V&A's 2014 Christmas Tree by Gareth Pugh

9 December 2013 – 6 January 2014

#CuratingXmas

British fashion designer Gareth Pugh has been commissioned to create a Christmas installation for the Grand Entrance of the V&A.

Ceremony stands at over 4m high and mirrors the shape of the traditional Christmas evergreen tree. Nine tiered pyramids are clad in gold which collect around a central beacon of light to represent an abstract nativity. The arrangement of the mirrored pyramids suggests a gathering, highlighting the notion of community at the heart of the festive season. Various materials have been used in the tree's creation including wood, fabric, acrylic and LED lights.

On working with the V&A, Gareth Pugh said *"The V&A is a true British icon and a guardian of our cultural heritage. It was an honour to be invited to take part in its festive celebrations. I hope our installation might provide a moment of reflection for those who visit over the next month, and perhaps even contribute a little to the magic of the season."*

Educated at London's Central Saint Martins, Pugh lives and works in London. His work has been shown at Paris Fashion Week for the past six years. Known for a singular and compelling take on modern luxury, Pugh's clothes have been described as wearable sculptures – experimental forms, volumes and fabrics are all signature to his ever evolving style. Pugh has worked with some of the most popular artists of our time, including Beyonce, Lady Gaga and Rihanna. He showcased in the V&A's *Fashion in Motion* series in 2007 and his designs are currently on display in the V&A's *Wedding Dresses 1775 – 2014* exhibition.

Previous V&A Christmas trees have been designed by a number of leading practitioners including Alexander McQueen and Tord Boontje, Matthew Williamson, Jasper Conran, and Boudicca.

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