



0,7 €
ANNO VI
AVRILE 2015

GARAGE

GARAGE Nº 8 Magazine
SPRING/SUMMER 2015



LARA STONE

Rem KOOLHAAS

Sheikha AL MAYASSA

Rosita MISSONI

Francesco VEZZOLI

Aya TAKANO

Nick KNIGHT

HUS GALLERY

Campaign Spiral
McQ SS15

FINKE BIG



For their spring/summer 2015 collection, McQ chose to collaborate with the German-born artist Ophelia Finke on a series of campaign images. Finke, who came to the attention of McQ a year ago, shortly after she graduated from Central Saint Martins, was first invited to take control of McQ's Instagram channel. Following that success, McQ gave her total freedom to create an installation – a unique set in which to display the innovative clothes for which McQ is famous.

Finke conjured up a quarry-like space for the campaign, pale as marble and busy with ghostly

workers. In this space of raw possibility and hard labor, McQ's models stand out vividly, alien yet comfortably in possession of the space, looming, godlike, larger than their surroundings. Are they avatars of the sculptures to come? Visitors from a superior world – which might be the future? Or the muses of this stony well of creation?

Stalking through this stylized quarry, which contains curious detritus and a dust-covered motorbike, is Finke herself, in her signature lab coat and cowboy hat. Like a director breaking the fourth wall,

she seems in the midst of creating this scene, as if unaware of the presence of the future within it, visible to our eyes only through the photographer's lens.

McQ's clothes are the completed perfection of all this work in progress, their metallic fabrics suggesting the polished surface of the finished marble, but carried to a technologically saturated, uncompromisingly modern extreme. In the clothes, as in this Renaissance quarry reinvented by a 21st-century artist's imagination, the precision of classical craftsmanship is transfigured into the stuff of heroic dreams.

HUS GALLERY



Installation
Ophelia FINKE

Stylist
Karen LANGLEY

Photographer
Laurence ELLIS

Ophelia FINKE

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