

## artist ophelia finke works with mcq on new campaign

After the success of her Instagram takeover for McQ, Central Saint Martins graduate Ophelia Finke was commissioned to create an installation for their latest spring/summer 15 campaign.



Known for her 3D installations, Ophelia's work is often centred on real life "heroes," such as archeologists, surgeons and explorers. She creates dream worlds surrounding these characters, often appearing in them herself, wearing a doctor's coat... see if you can spot her in her McQ campaign (hint hint she's wearing a cowboy hat). For her project with McQ, the artist conjured up a quarry, a tip of random objects brought together by their neutral colour palette, called "Carrara," after an Italian city known for its marble quarries. Starring model Sunniva Wahl and photographed by Laurence Ellis, Ophelia's assistants also appear in the background as if the piece was unfinished. Known for their work with Frieze and other established artists, McQ's collaboration with Ophelia is a perfect fit. "Alexander McQueen was the reason I applied to study at Saint Martins, and I am a long-term fan of the house, so I was delighted to work on this commission," she says of the collaboration. "The McQ team approach their work in a similar way to me, focusing on interesting printing methods and fabrics, bringing materials and concepts together in unexpected ways. I feel that collections from both McQ and McQueen create new 'worlds' that their wearers inhabit, exactly as I do."

[mcq.com](http://mcq.com)

**HUS GALLERY**