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The Joybringer, a New Window Installation at Hermès Liat Towers in Singapore

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Hermès has unveiled a new window installation by Indonesia-based artist duo, indieguerillas, commissioning them to interpret its 2018 theme - Play, for its flagship store at Liat Towers in Singapore.

The new window installation, entitled The Joybringer, captures the giddy levity of play, and is an open invitation for viewers to envision life as a gigantic playground to be explored with enthusiasm and curiosity.





In a sophisticated wink to childhood nostalgia, The Joybringer sets the scene with a wagon of delightful and unexpected curiosities drawn by a mini propellered bike, complete with origami horse head. The iconic Verrou plays on a swing, while shoes on a skateboard-turned-see-saw balance precariously above it. In this clever assemblage of games and objects, visitors will discover bonsais that grow Chaîne d'ancre Punk jewellery, as an Hermès Robe du Soir carré flies high overhead.



Displayed across three windows, the striking hues of yellow recall the spirit of summer days, cyan of the sea, and magenta for passion and its endless hopefulness. It is a world where the freshest Hermès colognes ride the waves on a deconstructed chess set; where playful keychain and bracelet duo suddenly come alive to rally in friendly competition on a wonky skateboard.



indieguerillas studied graphic design and first ventured out in the field of visual communication. Their philosophy of being in “constant guerrilla to find new possibilities” has led them to become full-time artists in 2007. Belonging to a generation that is familiar in the media and the internet, their mix of fine and applied arts provided a new impetus in the Yogyakarta's contemporary art scene.

"With The Joybringer, we are talking about the kind of joy that is derived not from the objects that we play with (i.e. toys), but rather, the mind set of being playful and being open to adventure, new experiences, and other possibilities." - indieguerillas

The Joybringer will be on display until September 2018 at the Hermès store at 541 Orchard Road, Liat Towers.