



THE WALL STREET JOURNAL.

—SPEAKEASY—

Woody Allen, Liam Hemsworth, Josh Duhamel Suit Up for Hugo Boss

By: Monika Anderson

Last night, beautiful men in suits and public art were the main attractions at Hugo Boss's Columbus Circle store, which celebrated its expansion. The space recently increased in size by 50% and now spreads across three floors, making the New York flagship the largest Hugo Boss in the Americas.

The German brand has been a longtime supporter of the arts, notably beginning the Guggenheim's Hugo Boss Prize in 1996; fittingly, the launch focused on a site-specific video art installation commissioned by Hugo Boss.

Woody Allen was in attendance with his wife, **Soon-Yi Previn**, in a long red gown, to see the work by Milan-born, New York-based artist **Marco Brambilla**.



From L to R: Marco Brambilla & Marina Abramović; Anthropocene

Allen was soon followed by **Josh Duhamel**, who walked in and greeted Hugo Boss Chairman and CEO **Mark Brashear**, saying, "Thanks for having me, man. Should be a fun night." He then showed off his Hugo Boss ensemble. Duhamel spent a considerable amount of time speaking with the press and even posed for photos with squealing fans who lined up in the Time Warner Center concourse.

Next, Liam Hemsworth arrived. He briefly posed with fashion blogger Danielle Bernstein.

Hugo Boss collaborated with public art commissioner **Art Production Fund** to present Brambilla's video work in celebration of the launch—Brambilla is the artist behind Kanye West's "Power" music video from 2010.

Art Production Fund co-creators **Yvonne Force Villareal** and **Doreen Remen**, and director **Casey Fremont** said that Brambilla is a longtime friend of theirs. They last worked with the artist to bring his 2008 work "Cathedral" to Wooster Street in New York.



From L to R: Josh Duhamel & Liam Hemsworth; Woody Allen & Soon-Yi

The Central Park-inspired installation titled “Anthropocene” is shown on the glass façade of the Time Warner Center on three suspended screens.

The production of the installation took four months, according to Brambilla. His crew used laser technology to scan from the southwest corner of Central Park to the northeast corner and stitched together the journey as a set of data, he explained. This footage—which is colorful, calming, and almost psychedelic—is juxtaposed by black and white night vision photography, showing the activity of the city surrounding the park, including the cars zooming around Columbus Circle. The result is a visual representation of the “energy differential between the city and the park,” as Brambilla describes it.

Last night, the crowd had the pleasure of watching the video accompanied by Juilliard musicians who played a song selected by Brambilla, “The Carnival of the Animals,” adapted by Christopher Cerrone from Camille Saint-Saëns, which he said he chose because of its surreal interpretation of nature, its mathematical quality and its emotional element which he hopes combines with his piece in an interesting way.

Brambilla waited for the video to begin standing next to performance artist Marina Abramović, who was also in attendance.

Brambilla had “full artistic latitude” for the installation, said Hugo Boss CEO Mark Brashear. “Anthropocene”—a term describing human impact on the Earth’s ecosystems—will be on display to the public through Sept. 30, from 7 p.m. to 10 p.m. Visitor videos of the installation can be found by searching the hashtag #hbnyc on Instagram. A percentage of the store’s sales from the premiere week will benefit the Central Park Conservancy.