



A dress by Clements Ribeiro drawn from a print by the American artist Erin Punzel at the Museum of Everything.

SELFRIDGES

Outsider art meets fashion at Selfridges

LONDON

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A giant, flat-faced royal prince, Japanese cartoon characters swinging upside down, comic nude cutouts and a washing line of drawings — every window tells its own story at Selfridges.

The store on Oxford Street has been invaded by the pop-up Museum of Everything and a 200-piece collection that its founder, James Brett, describes as work by unintentional, untrained and undiscovered artists.

“His democratic approach to art surprises and amuses people,” said Selfridges’ creative director, Alannah Weston, referring to Mr. Brett.

It took six months to plan and produce the artistry that will engulf the store through Oct. 25. Many of the artists taking part have developmental or other disabilities and the show aims to draw attention to progressive art workshops.

Ideas on display include a fashion collection of simple pieces by the design duo Clements Ribeiro in prints taken from the art on show.

“It is refreshing and stimulating — these artworks have a beautiful rawness,” Inacio Ribeiro said. “We very much like the unusual, anti-corporate concept that seems so intrinsic to the Museum of Everything. There is humor and a huge sense of playful humanity.”

The museum staged its first “Outsider Art” exhibition in 2009 at the time of the Frieze Art Fair and shows have since popped up at the Pinacoteca Agnelli in Turin and at the Tate Modern. Mr. Brett admits that melding the art with commerce in a department store is an experiment, but Harry Gordon Selfridge, the American-born entrepreneur who founded the vast emporium in the Edwardian era, would surely have approved.