

'Outsider artists' invited into Selfridges

SELFRIDGES is transforming its entire shop front into a giant gallery.

The Oxford Street store has handed its windows to the organisers of The Museum of Everything gallery, who promote "Outsider art" which includes self-taught artists.

The show, called Exhibition #4, continues inside. It includes the work of 50 disabled artists. Selfridges has a history of collaboration with artists

but this is the largest arts venture in its 102-year history.

Windows manager Sarah McCullough said some retailers might consider it commercial suicide to give up the shopfront. But she added: "Incredible window displays have been part of our DNA since we opened. We strive to give our customers an experience they wouldn't get elsewhere."
