

culture



Clockwise from above: The Towel of Everything (Sharks) by Miles Howard-Wilks; Cosmetics Purse by Kenya Hanley; two versions of The Bag of Everything by Ruby Bradford

EVERYTHING AT SELFRIDGES

James Brett's bizarre, baffling and beautiful museum arrives in an unlikely new home, says Eimear Nolan

In 2009 James Brett's Museum of Everything brought the outside in with its first exhibition showcasing work by non-traditional, un-trained artists. It doesn't get much more "in" than Selfridges, home of its fourth incarnation, from September 2. Featuring work by artists with developmental disabilities, for many the work is their only form of expression – the exhibition will give them a voice.

Given that Brett himself describes MoE's arrival as an "assault", it's easy to see why Selfridges might have been sceptical of his plans. But his aim was to reach a wider audience, including people who might not usually visit museums: "The idea is that a museum can be everywhere – even in Selfridges," he says, adding that the store has been "very progressive" in accommodating his oft outlandish vision.

Although the museum will feature in every one of Selfridges' storefront displays, the show is more than window dressing. As well as an exhibition on the lower ground floor, there will be a café with live music and a Shop of Everything. "The idea behind the shop is for it to be another way to send the images by these artists out into the world. At a time of funding cuts all over the place, it is also a way the museum can raise funds to put on its amazing shows. We wanted to make products that are more than souvenirs – items people would actually want to have." These will include bags, skateboards, babygrows and wellies, all incorporating either the MoE logo or the artists' work. Original designer pieces will also be on sale: Clements Ribeiro has created a ready-to-wear line featuring patterns from the artists' prints; shoe designer Tracey

Neuls has made an exclusive piece, and there are rumours of a Missoni collaboration. Given that one artist draws only Princes Charles and William, and another only wrestlers, expect the pieces to be as wacky and wonderful as the museum itself.

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