

NORDSTROM

Daytime Sparkles by Maggie Lee at Nordstrom NYC

April 2, 2021

Since 2018, Nordstrom has been the exclusive sponsor of the Whitney Museum of American Art's emerging artists program. The program provides emerging artists an opportunity to exhibit their work while offering valuable exposure at a critical juncture in their careers. The multifaceted evolving series features a rich compilation of exhibitions, installations and public programming. The Whitney is dedicated to collecting, preserving, interpreting and exhibiting American art.

As part of this on-going partnership, we invited one of the Whitney's emerging artists, Maggie Lee, to take over and recreate a dedicated space within our NYC Flagship store. Maggie spoke about the exhibit, saying, "When I was invited to create this installation, I thought about department stores and malls and how teenagers like to spend time in places for long periods of time and for no good reason at all. I feel connected to this project, because I basically grew up in the department store that my mom worked in. It's exciting to have my work on display at Nordstrom as part of The Whitney's emerging artists program and to have the support to express myself and my style in this way."



Titled Daytime Sparkles, the installation is seen through the artist's eyes as a piece of glitter floating about in a black and white world. Some of the concepts explored in the varying artworks are centered around the idea of loitering, secret spaces, advertising and ambiguity.

Maggie Lee is a Taiwanese American artist based in New York City. Her practice is multidisciplinary and experimental, working with mediums such as collage, installation and moving image. Her work captures notions of diaristic documentary image and alternative pop culture.

"New York City has long been an epicenter for arts and culture and we're so fortunate to have the opportunity to introduce our Nordstrom NYC customers to emerging artist Maggie Lee through her installation, Daytime Sparkles. We're excited to continue our partnership with the Whitney Museum of Art to support their important emerging artists program, and in turn highlight our ambition of being a place to bring art and fashion together for our customers," said Chris Wanlass, Nordstrom vice president and general manager for NYC stores.

The installation will be open on the 5th floor of Nordstrom NYC from March 30 — May 16, 2021.