GARY JAMES MCQUEEN



Gary James McQueen is a British digital artist and designer whose work fuses pioneering technology with traditional artistic values to create immersive, visually arresting works that explore themes of the mystical, macabre, and romantic.

Growing up on a council estate in a working-class suburb of East London, McQueen's early life was marked by hardship and tragedy. His mother worked as a taxi driver, and at just five years old, Gary witnessed his father's death in a car accident outside the family home, a traumatic experience that remains deeply imprinted on his memory.

It was through his uncle, the late visionary fashion designer Alexander "Lee" McQueen, that Gary found an escape from the challenges of everyday life. Lee would arrive with fantastical horror films such as *An American Werewolf in London*, *The Howling* and *Legend*, transporting the young Gary into extraordinary imaginary worlds. Together, they would spend hours watching films and sketching characters, stories and fantastical landscapes, nurturing a shared fascination with the macabre and the power of visual storytelling.

"*The films drove my imagination from a young age. Watching these fantasy films with Lee helped me understand how I could create my own worlds.*"

These formative experiences would profoundly shape McQueen's artistic vision, establishing a fascination with fantasy, transformation and world-building that continues to define his work today.

After establishing his early career in print production and digital illustration, McQueen joined the house of Alexander McQueen in 2005 as a textile designer in the menswear division. Working closely alongside his uncle, he was appointed Head Textile Designer, becoming

known for his optical-illusion textile work and his ability to push the boundaries of what could be achieved on a three-dimensional canvas.

Following the passing of Alexander McQueen in 2010, Gary James McQueen created his now-iconic chrome skull artwork, Savage Beauty, which became the defining image of the landmark exhibition of the same name, shown at both the Metropolitan Museum of Art in New York and the Victoria & Albert Museum in London.

Compelled to continue his uncle's legacy while forging his own artistic identity, McQueen established his own brand, through which he has designed the cover for the film McQueen, produced Guiding Light, a ground-breaking first-of-its-kind digital fashion show, and entered a partnership with technology giant Epic Games. His work has been featured at London's Digital Design Week at the Victoria & Albert Museum, and he has collaborated with prestigious partners including the House of Fabergé, Bentley and Sky Arts.

McQueen's practice encompasses digital sculpting, 3D printing, immersive multimedia and real-time rendering. He is perhaps best known for his extraordinary lenticular artworks, limited-edition pieces that shift and transform as the viewer moves, bringing his intricate digitally sculpted compositions to vivid life. His major series include *The Vanitas Skull, Human Nature, Botanic Kingdom, Talisman Skulls, Golden Icon, The Kintsugi Collection*, and most recently *Form & Flora* and *The Flayed Angel.*

Returning to the medium through which he first launched his independent brand, McQueen has recently unveiled a new collection of luxury silk scarves, transforming his intricate artworks into wearable works of art. The collection brings his distinctive visual language back into the world of fashion, reconnecting his artistic practice with his roots in textile design and his early career alongside Alexander McQueen.

Gary's work has been exhibited internationally, with shows at Art Miami, W1 Curates, West Chelsea Contemporary in Austin and Castle Fine Arts among others.

Key artworks and additional information

- ***Vanitas Skull*** - a best-selling artwork and iconic fashion art history image.
  Watch the "making of" video

- ***Savage Beauty*** - an iconic chrome skull artwork which became the face of the ground-breaking Alexander McQueen exhibition that travelled to the Metropolitan Museum of Art in New York and the Victoria & Albert Museum in London

- ***Sky Arts Uncovered*** documentary

ARTIST'S BIOGRAPHY

SELECTED EXHIBITIONS, EVENTS AND ART FAIRS

September 2026
Exclusive showcase featuring the unveiling of the new limited-edition silkscreen of *The Flayed Angel* and the launch of the artist's silk scarf collection, alongside a special event and artist talk with DJ Fat Tony, in collaboration with Castle Fine Art, W1 Curates, London, UK

December 2025
Art Miami, Florida, USA

October 2025
Launch of the *Form & Flora* collection and artist talk, West Chelsea Contemporary, Austin, Texas, USA

September 2025
LUX ÆTERNA, joint exhibition Simon Berger x Gary James McQueen, West Chelsea Contemporary, Austin, Texas, USA

August 2025
Launch of the *Kintsugi* collection, with Castle Fine Art, UK, and West Chelsea Contemporary, USA
House of McQueen, off-Broadway theatrical production conceived by Rick Lazes and Seth Koch, directed by Sam Helfrich, with creative direction by Gary James McQueen, official opening on 9 September 2025, The Mansion at Hudson Yards, New York, USA

March 2025
Launch of the *Gilded Skull I* collection, marking Gary James McQueen's debut with Castle Fine Art, London, UK
Form & Flora, the artist's first immersive digital exhibition, presented alongside the *Gilded Skull* collection, W1 Curates, London, UK

December 2024
Art Miami, Florida, USA

September 2024
Affordable Art Fair, presented by TAG Fine Arts, New York, USA

May 2024
Affordable Art Fair, presented by TAG Fine Arts, Hong Kong

March 2024
Art | Technology | Fashion, first solo exhibition in the United States, West Chelsea Contemporary, Austin, Texas, USA

December 2023
Art Miami, Florida, USA

November 2023
Edinburgh Art Fair, Edinburgh, UK

April 2023
Gary James McQueen: The Legacy and Guiding Light, a special event and digital showcase presenting the artist's latest collection as part of York Fashion Week, Yorkshire Museum, York, UK

February 2023
Relativity, group exhibition, Miart gallery, London, UK

December 2022
Art Miami, Florida, USA

September 2022
Awakening, a digital fashion experience created in collaboration with Simon Emmett, presented as part of the London Design Festival and Digital Design Weekend, Victoria and Albert Museum (V&A), London, UK

June 2022
His limited-edition 3D lenticular artwork *Chemin Vers Fabergé* (2021)—inspired by Fabergé jewellery, timepieces, objet d'art, and eggs - was presented at The Ritz London, UK

March 2015
Alexander McQueen: Savage Beauty, featured the signature lenticular artwork *Savage Beauty* - commissioned for the entrance projection and official exhibition catalogue cover, alongside archival menswear textile designs created during tenure as Head of Menswear Textiles, Victoria and Albert Museum, London, UK

May 2011
Alexander McQueen: Savage Beauty, debut exhibition of the signature lenticular portrait *Savage Beauty* - featured on the official Costume Institute exhibition catalogue cover - and archival menswear textile designs, The Metropolitan Museum of Art, New York, USA

March 2020
The artist's work *Vanitas Skull* was featured at the *Digital Vision* exhibition, in partnership with the Saatchi Gallery, Victoria House, London, UK