



## Art world gets back to bare essentials

*Howard Hodgkin has an unusual request for the director of the ICA while Tate director's wife is defrocked*



**LONDON  
DIARY**

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### Art that is skin deep

In what must surely be a first, the Hayward Gallery shop unveils a new artist-endorsed range of skincare products this month under the umbrella title of Alchimie Forever. This ultimate in retail therapy is the brainchild of Dr Barbara Polla who, as well as being a formidably qualified Geneva-based specialist in immunoallergies and founder of Europe's first fully integrated medical spa, also established Geneva's Analix Forever Gallery which represents amongst others Martin Creed, Mat Collishaw and Marc Horowitz. Creed's involvement in Dr Polla's fusion of art and beauty has resulted in a women's day cream and a night cream called, respectively, Lights On and Lights Off, as well as a multi-purpose man's cream entitled Lights On Lights Off (all titles © Martin Creed), all of which are displayed alongside a photo piece by Creed of the same name. Horowitz, who was also the last artist to occupy the Hayward's project space, has created a frisky little film of courting male and female feet which is to be displayed along the special Alchimie 532nm foot cream that inspired it.

Regrettably, however there are no plans yet for the Hayward to stock the range that is



advertised by a specially-made Mat Collishaw self-portrait photograph

of the artist reclining bare chested in a field of turmeric flowers...

For information: [www.alchimie-forever.com](http://www.alchimie-forever.com)

 thepollabeautygroup