

Press Release, July 2026

SERPENTINE UNVEILS ARTIST LED PRODUCT RANGE AND REDESIGNED SHOPS

The relaunch of both shops across North and South galleries offers a selection of affordable products, limited editions and collectors' items

Serpentine North and Serpentine South

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Images left to right: David Hockney, *A Year in Normandie* vase, Serpentine North shop, limited-edition stool inspired by the distinctive curves of the Coco de Mer seed, designed by LANZA atelier; Cecily Brown, *The Agitated Stroke*, 2025.



Serpentine is thrilled to announce the relaunch of its retail offer, featuring an expanded range of artist-led products, editions and publications, now available across its South and North gallery shops.

The refreshed retail offering brings together products, artist editions and collectors' items inspired by Serpentine's programme, presented within newly redesigned shop spaces by Beyond Surfaces. The enhanced retail environment creates a seamless connection between visitors and the institution's exhibitions and artists. The relaunch coincides with Serpentine's Summer season, including the opening of major exhibitions by David Hockney and Cecily Brown, alongside this year's Pavilion by LANZA atelier and the public artwork by Jesús Rafael SOTO.

Visitors can explore artist inspired homewares, bespoke merchandise, and editions made in collaboration with David Hockney, Cecily Brown, LANZA atelier and the Jesús Rafael SOTO Estate, taking their guidance throughout the design processes. In tandem with the physical spaces, the online shop will also relaunch. While the refreshed website retains a familiar look, it has been rebuilt to be faster, more efficient and easier to navigate, offering a smoother experience for visitors.

Bettina Korek, CEO of Serpentine said: “Our shops extend the Serpentine experience, offering a wider range of products at various price points, a more intuitive browsing experience, and a welcoming space for all visitors from London and around the world. Our online shop is now more accessible too, with improved visibility and ease of use. At Serpentine, artists are at the heart of everything we do, and they have full creative control over the products and collections we present.”

Highlights include products by David Hockney such as a hand decorated vase, picnic blanket, cushions, drinks trays, caps and collectibles such as pin badges & stickers, and a festive bauble. These original items are complimented by a range of books selected by the Serpentine team and the artist that extend the exhibition beyond the gallery space. Products that accompany Cecily Brown's exhibition feature items to encourage visitors to engage with the outdoors such as a watercolour sketchbook and beach bag. Cecily Brown has also generously produced two editions to coincide with her Serpentine exhibition *Picture Making*, including *The Agitated Stroke* is a new large etching with three colour silk-screen released as an edition of 28.

LANZA atelier, architects of the 2026 Pavilion, designed a special limited-edition stool inspired by the distinctive curves of the Coco de Mer seed. Bringing together natural materiality and artisanal fabrication, the work reflects both the wider themes of the 2026 Pavilion and Lanza atelier's ongoing exploration of form, process, and nature-led design.

A new range of children's play products that have been developed alongside the estate of Jesus Raphael SOTO, are also available. It marks the first time that the estate has partnered to make products based on the works of the artist. They are released in conjunction with the new installation and are made specifically with the Serpentine's mission in mind. Products include a twirling ribbon that echoes the tubes of the installation, sticker & colouring books and a kinetic artwork inspired pencil case.



Celebrating Serpentine's mission of 'bringing art into daily life', the new concept merges accessibility with creativity, offering visitors a sense of discovery across Serpentine's campus. The shops have been thoughtfully redesigned to create intuitive browsing, highlight storytelling around each collection, and showcase the craftsmanship behind every product.

The launch coincides with *David Hockney: A Year in Normandie and Some Other Thoughts About Painting*, presented at Serpentine North from 12 March to 23 August 2026. This free exhibition features a series of new works alongside the artist's monumental frieze *A Year in Normandie*, on view in London for the first time, marking Hockney's first presentation at Serpentine.

Cecily Brown: Picture Making is on view from 27 March to 6 September 2026 and brings together new and recent works by Brown, inspired by the gallery's unique setting in Kensington Gardens, and marks an important homecoming for the British born painter.

The South Lobby currently has a dedicated space to showcase Serpentine's history of publishing. The North will as well after Hockney.

For Issue 02 of Serpentine's yearly publication focused on innovation in long-form writing, *The Reader* collaborates with Alake Shilling, who has designed a series of iconic characters paired with original words of affirmation, specially commissioned for this edition. Each copy will include one unique motivational sticker from a limited set of five designs created by Shilling.

In conjunction with the issue, *The Reader* has partnered with the artist to produce a capsule collection of hats, pins, apparel, and children's T-shirts, launching alongside the publication. Proceeds from the collection will support *The Reader* and its ongoing mission.

Together, these projects and the redesigned shops foreground Serpentine's ongoing collaborations with artists, offering multiple entry points into its programme. Throughout its history, a broadened selection of limited editions by artists including Giuseppe Penone, Ai Weiwei and Rose Wylie sits alongside artist-designed works such as clothing by Peter Doig, a piggy bank by Grayson Perry and a strategy card game by David Blandy, among others, were on view.

Notes to Editors

About Serpentine

Building new connections between artists and audiences, Serpentine, led by Bettina Korek, CEO and Hans Ulrich Obrist, Artistic Director, presents pioneering contemporary art exhibitions and cultural events with a legacy that stretches back over half a century, from a wide range of emerging practitioners to the most internationally recognised artists, writers, scientists, thinkers, and cultural thought leaders of our time.

Based in London's Kensington Gardens, across two sites, Serpentine North and Serpentine South, Serpentine features a year-round, free programme of exhibitions, architectural



showcases, education, live events, and technological activations, in the park and beyond the gallery walls.

The Serpentine Pavilion is a yearly pioneering commission, which began in 2000 with Dame Zaha Hadid. It features the first UK structures by some of the biggest names in international architecture.

Public art has emerged as a central strand of Serpentine's programme. Major presentations include a collection of Eduardo Paolozzi's sculptures (1987), Anish Kapoor's *Turning the World Upside Down* (2010), Lee Ufan's *Relatum – Stage* (2018-19), Christo and Jeanne-Claude's *London Mastaba* in the Serpentine Lake (2018), *I LOVE YOU EARTH* by Yoko Ono (2021), Dominique Gonzalez-Foerster's *In remembrance of the coming alien (Alienor)* (2022), Atta Kwami's *Dzidzɔ kple amenuveve (Joy and Grace)* (2021-22), Gerhard Richter's *STRIP-TOWER* (2023), Yayoi Kusama's *Pumpkin* (2024), Esther Mahlangu's mural *Umntu ngumuntu ngabantu* (2024) and Giuseppe Penone's *Albero folgorato (Thunderstruck Tree, 2012)* and *Idee di pietra (Ideas of Stone, 2010 – 2024); (2025-2026)*.

Proud to maintain free access for all visitors, Serpentine reaches an exceptionally broad audience and maintains a profound connection with its local community.

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