

LOUIS

200 TRUNKS 200 VISIONARIES THE EXHIBITION

*LOUIS VUITTON IS DELIGHTED TO UNVEIL
200 TRUNKS 200 VISIONARIES : THE EXHIBITION,
BEGINNING AT THE LOUIS VUITTON FAMILY HOUSE
IN ASNIÈRES, AHEAD OF A GLOBAL JOURNEY*

THE IMAGINATIVE TRUNKS REALISED BY 200 VISIONARIES TO CELEBRATE LOUIS VUITTON'S BICENTENNIAL BIRTHDAY WILL NOW APPEAR TOGETHER FOR THE FIRST TIME AS A TRAVELING EXHIBITION. FROM THE WINDOWS IN WHICH THEY APPEARED ON VIDEO LOOP SINCE AUGUST, TO A GLOBAL JOURNEY BEGINNING AT LOUIS'S HOME IN ASNIÈRES, WEST OF PARIS ON DECEMBER 9TH, 2021, THIS COLLECTIVE HOMAGE WILL TOUCH DOWN IN NEW YORK, TOKYO, LONDON AND BEYOND. THE FINAL STOP OF THE TOUR WILL TAKE PLACE AS AN AUCTION BY SOTHEBY'S IN DECEMBER 2022, WITH ALL PROCEEDS FUNDING A SCHOLARSHIP PROGRAM ESTABLISHED BY LOUIS VUITTON.

THE EXHIBITION OFFERS A STAGE FOR THE VISIONARIES' TRUNKS TO BE VIEWED AS A VAST AND DYNAMIC TRIBUTE TO LOUIS'S INNOVATIVE LEGACY. AS ONE OF THE INITIATIVES TO MARK THE MILESTONE DATE OF AUGUST 4TH, 2021, A MOSAIC OF TALENTS AND FRIENDS OF THE HOUSE - SPANNING ARTS AND CULTURE, THE SCIENCES, SPORTS, GLOBAL CAUSES AND MORE - WERE INVITED TO PERSONALISE THE EMBLEMATIC TRUNK. SUCH TALENTS INCLUDED JEAN-MICHEL OTHONIEL, JEAN-PHILIPPE DELHOMME, NIGO AND BTS. A METAPHORICAL BLANK CANVAS MEASURING 50 X 50 X 100 CENTIMETRES, APPROXIMATELY THE DIMENSIONS OF THE ORIGINAL TRUNK THAT LOUIS CONCEIVED IN THE 1850S, YIELDED 200 EXTRAORDINARY TRANSFORMATIONS: VESSELS TRANSMITTING DREAMS AND DESIRES, ABSTRACT CONCEPTS AND ARTISTIC EXPRESSIONS.

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ESTABLISHING A VERITABLE LINK BACK TO LOUIS'S LIFE, THE EXPERIENCE BEGINS WITH A RARE OPPORTUNITY TO ENTER THROUGH HIS HOUSE. GUIDED UP THE STAIRS TO THE FIRST FLOOR, VISITORS WILL PASS FROM THIS HISTORIC BUILDING ACROSS AN ELEVATED WALKWAY, FROM WHICH VISITORS CAN ADMIRE THE EXCEPTIONAL ARCHITECTURE OF THE 19TH CENTURY.

THE ARRIVAL PLAYS OUT WITHIN AN OPTIC BRIEFING ROOM THAT SHOWCASES A SINGLE TRUNK SURROUNDED BY LED SCREENS WITH A DAMIER CARPET UNDERFOOT. HERE, THE PAST CATCHES UP TO THE PRESENT SO THAT WHEN VISITORS ENTER THE FIRST GALLERY, THE TRUNKS SEEMINGLY REPRESENT A BRIDGE FROM TIME INTO SPACE. STAGGERED AT VARIOUS HEIGHTS AS RANDOM CONFIGURATIONS, THE CREATIONS ARE STACKED UPON REAL CRATES WHICH WILL BE USED TO CARRY THE TRUNKS EACH TIME THE EXHIBITION TRAVELS.

AS THE VISIONARIES DEVELOPED THEIR IDEAS IN BOTH PHYSICAL AND DIGITAL FORMATS, THE EXHIBITION WILL FEATURE A CORRESPONDING MIX OF THE ORIGINAL ART PIECES AND THE SCREEN-PANELLED 'MAGIC BOXES.' AMIDST THIS PANORAMA WILL BE THE ROBOT-TRUNK - MONSIEUR LOUIS - A FUTURISTIC TRANSFIGURATION OF OBJECT AND CREATOR. VISITORS CAN THEN DESCEND TO THE GROUND LEVEL WHERE THE DISPLAY CONTINUES AS A VIVID DREAMSCAPE PUNCTUATED WITH THE REMAINING TRUNKS, ADDITIONAL ANIMATIONS AND IMMERSIVE SPACES. THESE INCLUDE A LIFESTYLE AREA TO WATCH VIDEO INTERVIEWS AND BROWSE BOOKS. THOSE WHO FOLLOW THE SOUNDS OF MUSIC WILL LOCATE THE HIDDEN ENTRANCE TO AN AUDIO SPEAKEASY DEDICATED TO THE FUNCTIONING JUKEBOX TRUNK BY BRITISH DJ AND PRODUCER, BENJI B. WITH 200 TITLES ON ROTATION, VISITORS CAN EMBRACE THE UPBEAT VIBE AS AN EXTENSION OF THE VISUAL EXPERIENCE.

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AFTER THE EXHIBITION CONCLUDES IN PARIS, IT WILL HEAD TO NEW YORK FOR FEBRUARY 2022 AND ONWARD TO NEW DESTINATIONS EVERY FEW MONTHS.

FAYE MCLEOD, LOUIS VUITTON'S VISUAL IMAGE DIRECTOR, SAYS, "THIS PROJECT HAS ALWAYS BEEN ABOUT CREATIVITY – A REAL TRIBUTE TO LOUIS'S INGENUITY AND ENTREPRENEURIAL SPIRIT. WE GET TO SEE HOW SUCH A CROSS-SECTION OF TALENTS ANSWERED THE SAME BRIEF WHILE ALSO TAKING A MOMENT TO APPRECIATE THE MAN HIMSELF."

ADDS ANSEL THOMPSON, ART DIRECTOR, "THE WINDOWS WERE ABOUT FOCUSING ON EACH UNIQUE INTERPRETATION; NOW, BY PRESENTING THE TRUNKS TOGETHER, THE MAGIC OF THE CONCEPT REALLY COMES THROUGH."

THE LV200 PROJECT REMAINS A FULLY PHILANTHROPIC UNDERTAKING, AN ENDURING GIFT ON A GRAND SCALE. THE FIRST PHASE RAISED 2 MILLION EUROS FROM THE VISIONARIES WHO DIRECTED 100 PERCENT OF THEIR FEES TO ONE OF 15 CHARITABLE ORGANISATIONS ACROSS 13 COUNTRIES, SELECTED FOR THEIR FOCUS ON UPLIFTING YOUNG PEOPLE THROUGH THEIR CREATIVE ENDEAVOURS. FROM THE AUCTION AT SOTHEBY'S, THE SALE OF ALL TRUNKS AND LV200 COLLATERAL, SUCH AS BOOKS, WILL FUND THE CREATION OF A SCHOLARSHIP PROGRAM TO BRIDGE INEQUALITY GAPS THROUGHOUT DIFFERENT CREATIVE FIELDS, WITH THE AIM OF ENSURING ACCESS TO ARTISTIC STUDIES AND DEVELOPMENT REGARDLESS OF FINANCIAL MEANS. ULTIMATELY, BOTH PHASES OF LV200 WILL SUPPORTING YOUNG AND TALENTED CREATIVES AS THEY CONTINUE THEIR LEARNING JOURNEY AND CAREERS.

THE EXHIBITION WILL TAKE PLACE FROM 9TH DECEMBER 2021 TO 6TH JANUARY 2022,
16 RUE LOUIS VUITTON IN ASNIÈRES.

REGISTRATION ON [LOUISVUITTON.COM](https://www.louisvuitton.com)

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ABOUT LOUIS VUITTON

SINCE 1854, LOUIS VUITTON HAS BROUGHT UNIQUE DESIGNS TO THE WORLD, COMBINING INNOVATION WITH STYLE, ALWAYS AIMING FOR THE FINEST QUALITY. TODAY, THE HOUSE REMAINS FAITHFUL TO THE SPIRIT OF ITS FOUNDER, LOUIS VUITTON, WHO INVENTED A GENUINE "ART OF TRAVEL" THROUGH LUGGAGE, BAGS AND ACCESSORIES WHICH WERE AS CREATIVE AS THEY WERE ELEGANT AND PRACTICAL. SINCE THEN, AUDACITY HAS SHAPED THE STORY OF LOUIS VUITTON. FAITHFUL TO ITS HERITAGE, LOUIS VUITTON HAS OPENED ITS DOORS TO ARCHITECTS, ARTISTS AND DESIGNERS ACROSS THE YEARS, ALL THE WHILE DEVELOPING DISCIPLINES SUCH AS READY-TO-WEAR, SHOES, ACCESSORIES, WATCHES, JEWELLERY AND FRAGRANCE. THESE CAREFULLY CREATED PRODUCTS ARE TESTAMENT TO LOUIS VUITTON'S COMMITMENT TO FINE CRAFTSMANSHIP.

FOR FURTHER INFORMATION:
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