

Kids Creative Lab:
in Peggy's home, the creations of thousands of very young artists

On view in Venice from 24 April to 6 May, a vast collective art project
created in collaboration with OVS

Venice, April 2013 – there is much anticipation, even trepidation in Peggy's home for the gigantic collective installation that will soon come to life in the exhibition galleries of Palazzo Venier dei Leoni, from 24 April to 6 May. Thousands of colorful and varied creations, made of felt, have been delivered to the museum on the Grand Canal. They are the outcome of the impassioned creativity of children in primary schools all across Italy, participants in *Kids Creative Lab*, a project of the Peggy Guggenheim Collection and of OVS. The felt creations are being assembled into an original and outsize work of 'art' that unites the fantasy of innumerable budding 'artists', that is to be placed on view to visitors in Peggy's world renowned museum with its collection of modern masterpieces. The school that has participated with the highest number of students using the *Artist Kit* will receive as a prize ten ASUS VivoTab Smart tablets of the latest generation, complete with cases and keyboards, that are being donated by **ASUS**, technical sponsor of the project and of the show. The winner will be announced at a press conference on **April 24**. Every child has received a voucher that will allow him/her, together with two accompanying adults, to visit the Peggy Guggenheim Collection and the exhibition for free while the exhibition lasts.

1,200 schools, 7,000 classes and more than 160,000 children. These are the astonishing numbers that indicate the outstanding success of *Kids Creative Lab*. This nation-wide project, which began last November, has 'art and fashion' as its theme. Children, schools and parents participated in one of four workshops. The purpose has been to interest schoolchildren in art and fashion in a creative way and at the same time stimulate intellectual and emotional growth.

Participants in these "do it yourself" workshops have designed and stitched felt creations objects by following an instruction manual and by watching a series of fun video tutorials. Children have also been given the opportunity to use the *Artist Kit*—a captivating and original approach to the processes and materials of art making.

"It is key to the museum's educational programs that the study of art is linked to themes such as fashion, design, new media, and fresh approaches to the world around us. The school-family-museum triangle can encourage the development of a critical and aesthetical sense in children who will continue to nurture this as an enrichment of their lives as they grow up," said Philip Rylands, director of the museum. "We are thrilled by this collaboration with OVS, a brand of the Coin Group, leader in Italian fashion retail. Like the museum, Coin places a high priority on the education of children, and *Kids Creative Lab* has demonstrated the creative potential of partnerships between art and business to promote cultural growth through the beauty of art."

According to Stefano Beraldo, CEO of the Coin group, "*Kids Creative Lab*, in partnership with an institution such as the Peggy Guggenheim Collection, has represented for us a truly unique opportunity to engage culture as a way of connecting with children. Children today are overwhelmingly exposed to multimedia communication and the instruments of network communication, while this project has allowed us instead to bring them closer to art and to manual work by transforming them into hands-on participants."

"We are proud to contribute to a project dedicated to bringing together iconic fields of endeavour such as art, design, fashion, elegance and innovative materials. The decision to partner with one of the Italy's most important museums of modern art and with OVS reminds us that Italy is a country with many excellences thanks to its special talent for



innovation. It is vital to invest in new generations to nurture this capacity for creativity,” remarked Manuela Lavezzari, marketing manager of ASUS.

The **Peggy Guggenheim Collection** is among Italy’s most important museums for European and American art of the first two thirds of the 20th century. It is located in Peggy Guggenheim's former home in Venice. The museum presents Peggy Guggenheim's personal collection, with works by artists such as Picasso, Kandinsky, Mondrian, Ernst, Miró, and Pollock, the Italian masterpieces of the Gianni Mattioli Collection, the post war art of the Hannelore B. and Rudolph B. Schulhof Collection, the Nasher Sculpture Garden, and temporary exhibitions.

OVS is a leading fast fashion brand in Italy with a market share of 4.28%. It is a division of the Gruppo Coin, leader in Italian retail, together with Coin, Upim and the luxury brand Excelsior Milano. OVS has over 580 stores in Italy and 130 abroad with total net sales of €1,017.1 million and EBITDA of €152.5 million in 2011.

ASUS, one of the top three producers of portable PCs worldwide and principal producer of motherboards that are amongst the most widely sold and award-winning in the world, is the technical partner of the project. It will donate ten ASUS VivoTab Smart tablets of the latest generation to the school with the highest number of participants using the Artist Kit.

Contacts:

Gruppo Coin – Vania Rinaldi – vania.rinaldi@gruppocoin.it – tel. 041 2398052

Peggy Guggenheim Collection – Alexia Boro/Maria Rita Cerilli – press@guggenheim-venice.it – tel. 041 2405404/415