



文藝新力軍

A NEW RENAISSANCE

奢華品牌接棒，贊助藝術發展
Luxury brands are taking their place among
the great patrons of the arts

文/Text Mary Winston Nicklin in Paris/巴黎; Josephine McKenna in Milan/米蘭

過去數百年來，藝術活動主要由統治者以及名門望族贊助，例如乾隆皇帝和曾經管治佛羅倫斯的梅迪奇，還有古根海姆和蓋蒂家族。他們委託藝術家進行創作並收藏珍品，然後於畫廊、皇宮以及博物館展出，讓公眾一同欣賞。時至今天，推動藝術發展的主要角色，逐漸由奢華品牌成立的基金會取代。

卡地亞當代藝術基金會

1984年時任卡地亞總裁的Alain Dominique Perrin，在凡爾賽宮附近的一個莊園，創立卡地亞當代藝術基金會。10年後，基金會遷到巴黎的拉斯帕耶大道上，新大樓由Jean Nouvel設計，用玻璃和精鋼打造。自此基金會積極贊助聲名顯赫以至新晉的藝術家，包括中國藝術家黃永砵和蔡國強，委託他們創作並舉行展覽。

fondation.cartier.com

由Frank Gehry設計的路易威登基金會（左上圖）展出永久藏品《Man in Mud》雕塑（右圖）；威尼斯Palazzo Grassi博物館（左圖）典藏François Pinault的珍品，而卡地亞基金會（最左圖）積極贊助新晉藝術家

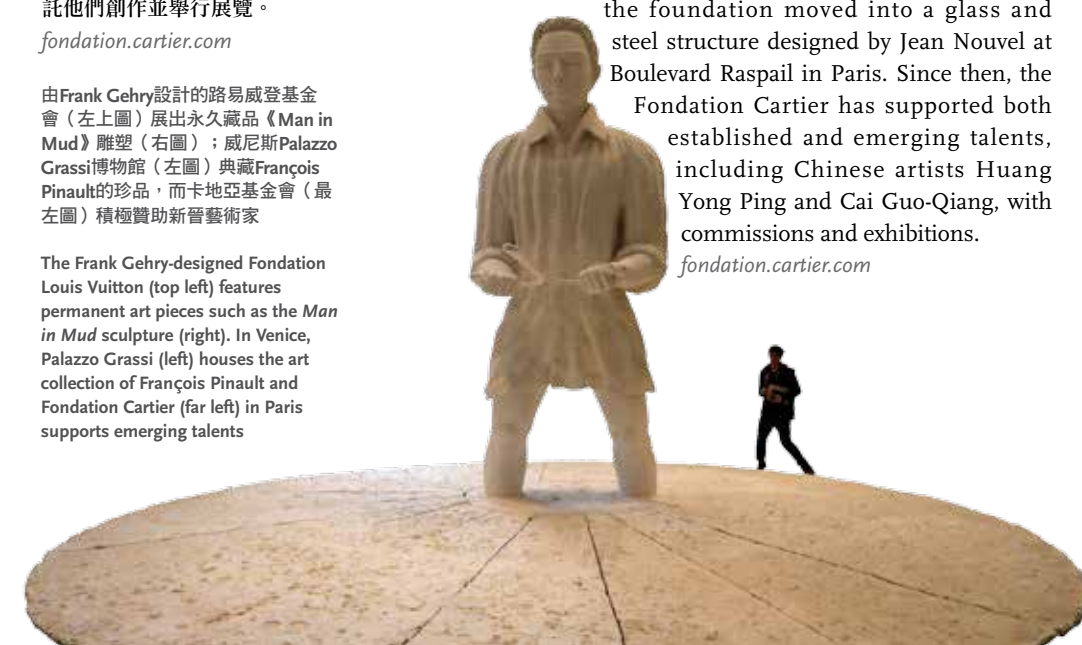
The Frank Gehry-designed Fondation Louis Vuitton (top left) features permanent art pieces such as the *Man in Mud* sculpture (right). In Venice, Palazzo Grassi (left) houses the art collection of François Pinault and Fondation Cartier (far left) in Paris supports emerging talents

For centuries, art patronage came from rulers including the Qianlong Emperor and the Medici of Florence, then from wealthy families like the Guggenheims and Gettys. They commissioned artists, collected and then made the works available to the public in galleries, palaces and museums. Increasingly, that role has been taken over by foundations linked to luxury brands.

FONDATION CARTIER POUR L'ART CONTEMPORAIN

In 1984 Alain Dominique Perrin, the then-President of Cartier International, established the Fondation Cartier pour l'Art Contemporain in a chateau outside Versailles. Ten years later, the foundation moved into a glass and steel structure designed by Jean Nouvel at Boulevard Raspail in Paris. Since then, the Fondation Cartier has supported both established and emerging talents, including Chinese artists Huang Yong Ping and Cai Guo-Qiang, with commissions and exhibitions.

fondation.cartier.com



路易威登基金會

路易威登基金會於2014年10月成立，基金會總部由建築師Frank Gehry設計，外型恍如一艘玻璃母艦，坐落在巴黎的布洛涅森林公園內。奢侈品巨擘LVMH集團老闆及路易威登基金會主席Bernard Arnault形容，耗時13年建成的基金會是送給法國首都的禮物，50年後這幢建築的擁有權將會交到巴黎市手上。大樓宏偉壯觀，裡面的展覽也不遑多讓，例如《Keys to a Passion》匯聚全球多項最偉大的當代藝術作品，包括鮮有在挪威以外展出的蒙克名作《吶喊》。美術館內的演奏廳曾是著名鋼琴家郎朗和饒舌歌手Kanye West的表演舞台。

今年7月，路易威登於巴黎市郊的塞納河畔阿涅勒地區設立私人博物館，該區是家族別墅以及品牌最早期工作坊所在。博物館佔地700平方米、樓高兩層，展出品牌龐大珍藏中的400件精品及文件，涵蓋時裝、藝術，還有詮釋品牌美學和傳統的展品。

www.fondationlouisvuitton.fr

www.louisvuitton.com

PRADA基金會

Miuccia Prada將家族經營的細小皮革廠，發展成市值150億美元的全球時裝王國。她一邊拓展業務，一邊收藏藝術品，並與丈夫Patrizio Bertelli成立藝術基金會。基金會的會址今年5月於米蘭揭幕，展出她珍藏的20及21世紀藝術作品。會址前身是一間酒廠，在荷蘭建築師Rem Koolhaas的巧妙設計下，改裝成19,000平方米的後工業時期風格創作空間，當中包括畫廊和放映室，以及由荷李活導演Wes Anderson佈置的時尚咖啡室。

www.fondazioneprada.org

FRANÇOIS PINAULT 基金會

全球首屈一指的當代藝術收藏家François Pinault，是開雲集團的名譽主席。開雲從事零售業，旗下包括Gucci集團。這位法國巨賈2005年在威尼斯購入可眺望大運河的Palazzo Grassi博物館，展示他的珍藏。兩年後，威尼斯市政府邀請他把17世紀海關大樓Punta della Dogana，改裝為全新的當代藝術中心。Pinault委託日本建築大師安藤忠雄操刀，把這座位於運河盡頭的三角形大樓，變為動感盎然的美術館，並於2009年揭幕。

www.palazzograssi.it/en



IMAGES, Ron Mueck exhibition: Bertrand Rindoff/Petroff/Getty Images, Corner Door and Door Frame: Attilio Maranzano/Fondazione Prada, Empress of India: Marc Domage/Fondation Louis Vuitton

卡地亞基金會曾展出Ron Mueck的作品（上圖），而Bertrand Lavier的作品《Empress of India》（右圖）及Robert Gober作品《Corner Door and Doorframe》（左圖）則分別為路易威登基金會及Prada基金會的永久珍藏

Fondation Cartier has exhibited work by Ron Mueck (above), while Bertrand Lavier's *Empress of India* (right) and Robert Gober's *Corner Door and Door Frame* (left) are permanent exhibits at Louis Vuitton Fondation and Fondazione Prada respectively

FONDATION LOUIS VUITTON

The Fondation Louis Vuitton opened in October 2014 in a building designed by Frank Gehry in the Bois de Boulogne, Paris. The project was 13 years in the making; Bernard Arnault, owner of luxury conglomerate LVMH and President of the Fondation Louis Vuitton, calls the foundation a gift to the French capital, which will assume ownership in 50 years' time. The magnificence of the building is matched

by the exhibitions, including *Keys to a Passion*, a show that featured some of the world's greatest modern masterpieces including Edvard Munch's *The Scream*, which rarely leaves Norway. The museum's auditorium has hosted everyone from pianist Lang Lang to rapper Kanye West.

In July, Louis Vuitton opened a private museum in the Parisian suburb of Asnières-sur-Seine, home to the family villa and the company's earliest workshops. The 700-square-metre space covers two floors and displays 400 objects and documents from the company's vast archives, interspersed with fashion, art and interpretations of Vuitton's aesthetics and heritage.

www.fondationlouisvuitton.fr

www.louisvuitton.com

FONDAZIONE PRADA

Miuccia Prada turned her family's small leather business into a US\$15 billion global fashion empire, and along the way she collected art. In May 2015, Prada and her husband Patrizio Bertelli opened a home for their arts foundation in Milan, which showcases works from Prada's personal collection of 20th- and 21st-century art. Dutch architect Rem Koolhaas turned a former distillery into a 19,000-square-metre post-industrial creative space that includes a gallery and cinema, plus a funky café decorated by Hollywood director Wes Anderson.

www.fondazioneprada.org



美高梅展藝空間

澳門美高梅在2007年開業時展出達利的作品，以顯示致力推動藝術的決心，至2013年更開闢位於酒店二樓、佔地逾740平方米的美高梅展藝空間，至今舉行過許多藝術展覽和富創意的教育展覽。2013年12月的開幕儀式上，美高梅中國控股有限公司的聯席董事長及執行董事何超瓊女士，致辭總結設立展藝空間的目的時說：「我們將繼續努力促進公眾對文化藝術作品的認識及鑑賞，從而推動澳門成為匯聚全球藝術珍藏及創作的國際藝術之都。」首個展覽展出文藝復興時期傳奇畫家波提切利的經典名作真跡，包括都靈薩包達美術館借出的名畫《維納斯》（約繪於1482年）。展館設導賞員，向本地學生、父母和兒童講解作品，提高他們的鑑賞樂趣。其他展品則引入互動教育方式，例如《獅子雙年展》以亞洲和西方藝術描繪萬獸之王；《老北京城紫檀雕刻展——天造地創》則以巧奪天工的紫檀雕刻技藝，讓參觀者以新角度欣賞北京古城的地標風韻。

www.mgm-macau.com

FRANÇOIS PINAULT FOUNDATION

François Pinault, honorary chairman of retailer Kering which owns the Gucci group, is one of the world's leading collectors of contemporary art. In 2005 the French billionaire bought Palazzo Grassi, a museum overlooking the Grand Canal in Venice to display his collection. Two years later the city asked him to transform 17th century customs house Punta della Dogana into a new centre for contemporary art. Japanese architect Tadao Ando turned the triangular-shaped building at the end of the canal into a dynamic space, which opened in 2009.

www.palazzograssi.it/en

MGM MACAU ART SPACE

MGM Macau demonstrated its commitment to the arts with a Salvador Dalí exhibition when it opened in 2007. In 2013, it launched Art Space, which covers more than 740 square metres of Level 2 and has hosted many art exhibitions and creative educational displays. Speaking at the opening ceremony in December 2013, co-chair and executive director of MGM China Holdings Pansy Ho summed up the purpose of Art Space: "We will continue to promote public awareness in enjoyment of art and culture, thus reinforcing Macau's status as an international metropolis where globally influential artworks



《獅子雙年展》（左圖）以探索獅子的形像為主題，展示亞洲和西方描繪手法

The Biennial of the Lions (left) explored the symbolism of lions and the ways they are portrayed in Asia and the West



威尼斯Palazzo Grassi博物館展出Martial Raysse霓虹燈作品《America America》（左圖）；澳門美高梅展藝空間舉行《老北京城紫檀雕刻展——天造地創》展覽（右圖）

America America neon sculpture by Martial Raysse at Palazzo Grassi, Venice (left); *Old Beijing City Gates* to scale in *Red Sandalwood Art Exhibition* at Art Space (right)

IMAGES: *The Biennial of the Lions*: Becksieong photography

are appreciated, interpreted and studied." The first exhibition was dedicated to the works of legendary Renaissance painter Sandro Botticelli, including the famous *Venus* (c 1482) on loan from the Galleria Sabauda in Turin. Docents were on hand to explain the art, enhancing the experience for local students, parents and children. Other exhibits have used educational

interactive displays, including *The Biennial of the Lions*, which depicted lions in art from Asia and the West, and the *Red Sandalwood Art Exhibition of Old Beijing City Gates*, which brought visitors a new appreciation of these symbols of the capital through a meticulously crafted model.

www.mgm-macau.com



最新展覽 Current exhibitions

卡地亞當代藝術基金會 Fondation Cartier

Beauté Congo – 1926-2015
– Congo Kitoko展覽
至11月15日
until 15 November

路易威登基金會 Fondation Louis Vuitton

*Accrochage 3: Pop & Music / Sound*展覽
由6月起
From June onwards

Prada基金會 Fondazione Prada

*An Introduction*展覽
至2016年1月10日
until 10 January 2016

Palazzo Grassi博物館 Palazzo Grassi

*Martial Raysse*作品展
至11月30日
until 30 November

Punta della Dogana 藝術中心 Punta della Dogana

Slip of the Tongue 展覽
至12月31日
until 31 December

澳門美高梅天幕廣場 MGM Macau Grande Praça

The Valkyrie Octopus Exhibition
《八面靈龍》藝術裝置展
至10月31日
until 31 December