

EVENTS/CAUSES

## Gucci returns as sponsor of LACMA event to show dedication to film, art

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*Gucci disco bag*

By STAFF REPORTS

Italian fashion label Gucci will act as the presenting sponsor of the Los Angeles County Museum of Art's fourth annual Art+Film Gala.

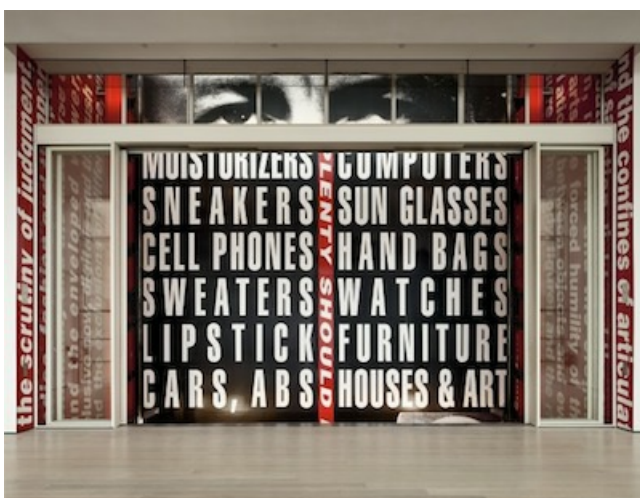
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This year's gala will honor artist Barbara Kruger and filmmaker Quentin Tarantino, and will be co-chaired by actor Leonardo DiCaprio and LACMA trustee Eva Chow. Through the event, Gucci will have a presence with its creative director Frida Giannini acting as gala host committee chair.

Supporting the arts

The gala will be held on Nov. 1, with attendees from the fashion, art, film and entertainment industries.

A lot of Ms. Kruger's work takes text and pairs it with images to create an ironic statement. At LACMA, the artist has a three-story digital-print installation, "Shafted," within the elevator shaft.



*"Shafted" by Barbara Kruger*

Mr. Tarantino most recently directed "Django Unchained," which earned a number of nominations for both the Academy Awards and BAFTAs. Prior to that, he was the filmmaker behind "Inglourious Basterds," the "Kill Bill"

series and "Pulp Fiction," among others.

Gucci has supported the event since its beginnings.

In a branded statement, Ms. Giannini said, "LACMA's unparalleled commitment to honoring fine art alongside film in the heart of Los Angeles is an inspiration to Gucci."

Gucci has previously shown an interest in film.

Italian fashion house Gucci continued its film restoration project with The Film Foundation and Warner Bros. Entertainment that showcases the brand's appreciation for and support of cinematic arts.

Facilitating the restoration of director Nicholas Ray's film "Rebel Without a Cause" allows the brand to show its enthusiasts a side not based in fashion. Artistic collaborations give brands a way to connect with and change the perceptions of consumers outside their niche ([see story](#)).

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