

OUT OF HOME

Fondation Louis Vuitton brings architecture installation to Beijing

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Fondation Louis Vuitton

By STAFF REPORTS

Since its opening last October, LVMH's Fondation Louis Vuitton has drawn 700,000 visitors, beating its attendance goals for the first year in only eight months.

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To celebrate, the gallery is taking its art on tour for the first time, recreating the opening exhibit on the Frank Gehry-designed building in Beijing. This enables the new piece of Paris architecture to have an influence on a wider, more global audience, and may generate interest in visits to the foundation from Chinese tourists.

On the road

LVMH built a special venue for the exhibit, which will be open through Aug. 9.

Inside, models seem to swim in the air, referencing Mr. Gehry's fish motif seen throughout the Parisian structure. Two large screens show non-anthropometric versions of the building.



Beijing installation

The Frank Gehry-designed Louis Vuitton Foundation opened Oct. 27, letting the public view its 11 galleries that promote 20th and 21st century artistic and creative movements.

CEO Bernard Arnault's art patronage is well-known, and this latest commission of the foundation, conceived in 2006, demonstrates a top-down commitment to the arts in LVMH. Located in the north of Paris, the 126,000 square foot foundation acts as a nexus for the conglomerate's artistic activities ([see story](#)).

In addition to the exhibit of Mr. Gehry's work, the first months of the foundation's programming included a concert from Kanye West.

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