

IN-STORE

LVMH's Fondation Louis Vuitton sees 1.2M guests in first year

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Fondation Louis Vuitton's ArchiMoi app

By STAFF REPORTS

As of Oct. 24, LVMH's Fondation Louis Vuitton has been opened for a full year, causing the conglomerate to share facts telling of the building's cultural impact.

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The Frank Gehry-designed building located in Paris has emerged as a symbol of France's vibrant culture, serving as part museum, part events space to recognize the conglomerate's top-down commitment to the arts ([see story](#)). Now as the building turns one year old, LVMH is breaking down the significance of its building in numerical figures representative of the Fondation Louis Vuitton's success.

First-year success

The first figure LVMH shared to celebrate the Fondation Louis Vuitton's inaugural year tells of the building's multidisciplinary programming since its opening. After opening at the end of October 2014, the Fondation has become a "must" on the Paris cultural scene as it has hosted exhibitions, artistic and musical performances and concerts in addition to master classes and educational workshops for children.

Secondly, LVMH references "3 Hangs," developed around four themes and unified by emotional resonance: contemplative, subjective expressionism, popist and music/sound. These have been illustrated by the Fondation's three Hangs.



LVMH's Fondation Louis Vuitton

The first Hang centered on a reading of the Fondation's architecture in relation to its artwork while the second focused on the collection's expressionist and contemplative lines through the works of Annette Messager and Ed Atkins, for example. The third hang, which extends through Jan. 4, 2016, explores popist and music/sound lines of the artwork housed at the Fondation.

LVMH's third point is 1,000, as in the number of seats in the Fondation's Auditorium. Live musical performances seen during the Fondation's first year include Lang Lang, Kraftwerk and a charitable concert by Kanye West ([see story](#)).

Given the importance of the building architecturally, LVMH mentions the 3,600 glass panels that evoke the sails of a ship floating in its environment. Made possible by innovative expertise and technology, the Fondation's "architectural feat has become a new symbol of Paris, as well as of a France focused on vibrant innovation."

Lastly, over the course of its first year open, the Fondation has seen 1.2 million visitors, significantly higher than the targeted 700,000 guests for 2014. Even more important to the conglomerate, is that a quarter of its visitors were under the age of 26.

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