

RADIO

Fondation Louis Vuitton brings artistic approach to the airwaves

December 11, 2015



Fondation Louis Vuitton

By STAFF REPORTS

LVMH's Fondation Louis Vuitton is expanding its reach through a radio series centered on contemporary poetry.

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The first show will broadcast live from the auditorium at Fondation Louis Vuitton, bringing together an eclectic array of talent for readings, discussions and concerts. While Fondation Louis Vuitton may be tied to one campus, this series, simply titled "RADIO," will allow the center to communicate with consumers globally.

Live on air

Fondation Louis Vuitton's show will stream live on the Fondation Louis Vuitton Web site and will also be available via podcast.

The first show will broadcast live for 24 straight hours, with the project's mastermind, French sound poet and sculptor Anne-James Chaton, as host.

In each show, 15 works will be commissioned, and musicians, artists and poets from around the world are invited to participate.

Four total shows are planned for the 2015-16 season, with other sessions in March, July and October of 2016.



Promotional image for RADIO

Fondation Louis Vuitton has found other ways to bring its art to consumers in other locales.

From its opening in October 2014, LVMH's Fondation Louis Vuitton drew 700,000 visitors by the next summer,

beating its attendance goals for the first year in only eight months.

To celebrate, the gallery took its art on tour for the first time, recreating the opening exhibit on the Frank Gehry-designed building in Beijing. This enabled the new piece of Paris architecture to have an influence on a wider, more global audience, and may have generated interest in visits to the foundation from Chinese tourists ([see story](#)).

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