

ARTS AND ENTERTAINMENT

LVMH fosters conversation between artist and artisans

February 17, 2017



Riba Guix tannery

By STAFF REPORTS

French conglomerate Mot Hennessy Louis Vuitton is inviting a new perspective on one of its commonly used materials through contemporary art.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

For the second edition of its Mtiers d'Art program, LVMH will host French sculptor and visual artist Amandine Guruceaga at Spanish tannery Riba Guix for a five-month residency. The injection of a new perspective into this traditional craft is expected to be an eye opener for both tannery and artist.

Color theory

The 27-year-old Ms. Guruceaga will be exploring the theme of color during her residency. A fitting partner for this theme, Riba Guix offers 22,000 different shades of leather.

Located near Barcelona, the tannery has been run by the same family since it was founded in 1932. After a long relationship with the tannery, LVMH acquired a stake in the firm in 2015.



Inside Riba Guix

During the artist's time at the tannery, she will be able to take advantage of its materials, while the artisans at work tanning and dyeing leathers will be able to expand their work beyond craft and into art.

"This is a unique opportunity to work with leather, one of humanity's oldest materials and one that is rendered spectacularly beautiful by the infinite palette of colors created at the Riba Guix tannery," Ms. Guruceaga said in a statement.

After the residency ends in June, Ms. Guruceaga's work will be published in a volume by RVB Books.

Established in 2016, last year's Mtiers d'Art program saw Thomas Mailaender situated in the LVMH-owned Tanneries Roux.

Other industries have disrupted the norm with the help of artists.

Four Seasons Hotels and Resorts Denver is catering to its artistic clients by continuing its artist-in-residence program with fashion photographer Jody Zorn.

Ms. Zorn will be the second artist-in-residence at the Four Seasons in Denver, engaging guests with a variety of events during the month of June, including a fashion shoot and a dinner party. The artist-in-residence program provides an alternative form of entertainment for guests who enjoy the arts.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.