

ARTS AND ENTERTAINMENT

Kering extends Women in Motion to still photography

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Kering's artistic creation for the partnership with Rencontres d'Arles. Image credit: Kering

By STAFF REPORTS

Luxury goods group Kering is working with photography festival Rencontres d'Arles in a joint partnership to promote the advancement of gender equality in the field.

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As part of Kering's ongoing Women in Motion mission that focuses on women in the film industry, the group is focusing on still photography for this summer. Women in Motion in Arles will result in an award granted to one female photographer and also a research program dedicated to women's roles in this history of photography.

"By extending Women in Motion to photography, through a partnership with this world-renowned festival, we have taken a new, crucially-important step in our action for gender equality," said Francois-Henri Pinault, CEO of Kering, in a statement. "Kering is underlining its commitment to women in art, culture and creativity by turning the spotlight on the work of talented women photographers, who are offering people their view of the world and who are helping to change people's perceptions.

"We are providing these women with a platform and tangible support as part of that commitment," he said.

Kering's commitment

While creative industries are some of the most forward sectors in regards to women in power, there is still a significant way to go within photography and Kering hopes to combat that.

The Kering Group inked a two-year partnership with French film association UniFrance to further the impact of Women in Motion throughout the world back in 2017.

Kering launched Women in Motion in 2014 at the Cannes Film Festival with the goal of underscoring the onscreen and behind-the-scenes contributions of women in the film industry. Through the Women in Motion platform, Kering raises awareness, via chats and events, focused on topics such as actresses' wage gap, the need for strong female characters and women directors, among other issues ([see story](#)).

Kering and the [@rencontresarles](#) are pleased to announce a joint partnership and the launch

of [#WomenInMotion](#) in Arles to promote the recognition of women photographers and to advance the cause of gender equality in this artistic field: <https://t.co/00HB0QH9n>
[pic.twitter.com/06zxSPbRGp](https://t.co/00HB0QH9n)

Kering (@KeringGroup) [March 13, 2019](#)

The new partnership with Rencontres d'Arles will result in the Women in Motion Award celebrating one photographer, recognized as iconic. The group will acquire some of her pieces for a 25,000-euro donation, or \$ 28,000 at current exchange.

An evening event at the Theatre Antique in Arles will host the winner, who will speak about her experiences in the industry.

"The partnership with Kering is both a symbolic and a very practical way of showing our support for the recognition of women's place in photography. We are proud to welcome Women in Motion to Arles," said Sam Stourdz, director of the Rencontres d'Arles, in a statement.

"We are developing an ambitious program that uses different approaches to deliver action," he said. "These include providing visibility for women photographers today and over the course of photography's history, and opening up debates on the methods of achieving gender equality."

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