

EVENTS/CAUSES

Chanel announces 5 partners for Chanel Culture Fund

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CHANEL CULTURE FUND

The Chanel Culture Fund will support innovators in advancing new ideas, broader representation and collaboration across the arts. Image credit: Chanel

By LUXURY DAILY NEWS SERVICE

French fashion house Chanel has announced its five partners for the Chanel Culture Fund with a new series of short films.

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In each vignette, viewers travel around the world to capture a brief glimpse into the world of the five organizations. The fund is partnering with these five dynamic institutions to create programs that transform thinking and production in visual and performing arts.

Preserving culture, imagining the future

The hero film highlights the cities where the five partner organizations reside: London, Los Angeles, Paris, Moscow and Shanghai, as well as the passionate culture lovers who work in these spaces.

Each institution is also spotlighted in individual films as well.

The first partner, The National Portrait Gallery in London, holds a team led by the "Chanel Curator for the Collection," Flavia Frigeri who will research and enhance the representation of women in the collection and on display in the Gallery when it re-opens in 2023.

Chanel is partnering with five dynamic institutions

At the Underground Museum in Los Angeles, Chanel and The Noah Davis Prize will award three new fellowships to curators who are innovating in their field and broadening cultural audiences.

At the Centre Pompidou in Paris, a multi-year programming initiative is being introduced, highlighting collaborative explorations by designers, artists and scientists with a focus on sustainability.

A three-year annual membership program and residency for game-changing Russian women artists working at the intersection of theater, music, dance and video will be introduced at GES-2 in Moscow. The former power-station-turned urban space will highlight contemporary culture in the center of the city.

The New Culture Producers Program at the Power Station of Art in Shanghai will showcase new ideas and emerging movements in craft and architecture in China. For the next two years, the program will have an open call for new creative forces, leading to an accessible and notable experience for the Shanghai public.

"Art, culture, wellness is not a luxury," a narrator says. "Everyone is entitled to beauty."

Last month, Chanel is also working towards closing the opportunity and wealth gap with its support of the Black Ambition initiative, the nonprofit led by music producer Pharrell Williams.

Founded in 2020 by Mr. Williams, a longtime friend of Chanel, Black Ambition invests capital and resources in startups founded by Black and Latinx entrepreneurs. In support of the initiative, the French brand launched a mentorship program to nurture emerging talent with access to knowledge and opportunities from industry-leading experts ([see story](#)).

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