

EDUCATION

## Kering seeks nominations from female creators for its Women In Motion mentorship program

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*Kering's Women In Motion program is part of its mentoring series to promote female creative talent. Image credit: Kering*

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering is looking to pick the next batch of creators for its Women In Motion mentorship program.

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The Gucci owner is inviting applications from 15 creators under the age of 35 to participate in the program.

Those chosen will be invited Jan. 10 to Shanghai, spending a half-day interacting with and learning from three well-known artists from different fields.

Huang Ying, a soprano singer; Peng Wei, an ink wash artist; and Duan Ni, a choreographer and modern dancer, will all inspire and educate the participants.

All three women are at the forefront of their growing fields.

Train of thought

Women In Motion was first created in 2015 for the Festival de Cannes, focusing only on women in cinema, both in front and behind the camera.

But it has since expanded and evolved to include photography, art, design, choreography and music, across multiple partnerships and initiatives over the world: Arles and Kyotographie Photography Festivals, the *Women In Motion at Westbund* project, to name a few.

The goal of **Kering** now is to build a platform for the next female creators to express themselves through art, and to have the opportunity to learn from seasoned and successful artists.

The program will be filled with idea generation for creativity, learning about their desired careers in depth, and exploring the deeper value of art on an individual and societal level.

To be chosen for this opportunity, creators need to exhibit a high level of talent in their field.

Kering is also looking for those who are engaged and invested in their career.

The criteria includes professional achievements, academic background, years the applicants have been active in the field and how creativity of their work.

Creative fields comprise visual arts, performing arts (dance, theater), film arts, music (classical and contemporary), literature, architecture and design.

Application deadline is Dec. 5.

Interested women can go to the Women In Motion WeChat Official Account and type in the phrase "Mentorship Program" to apply.

Per Kering, since 2021, courtesy of the WeChat subscription account, *Women In Motion* expands beyond seasonal events to offer a permanent content platform to tell inspiring stories of female creativity across film, music, dance, painting, architecture, literature and new art.

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