

ARTS AND ENTERTAINMENT

## Guerlain, Lee Ufan Arles partner for Art & Environment Prize

July 31, 2023



The annual Art & Environment Prize will spotlight artists who bring attention to environmental issues. Image credit: Lee Ufan Arles

By LUXURY DAILY NEWS SERVICE

French beauty brand Guerlain is joining the Lee Ufan Arles art center in its home country for its latest altruistic endeavor.

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In partnership with South Korean artist Lee Ufan's museum, the Art & Environment Prize has been created. The annual award will be presented to projects made by artists from around the world, with no age limit or prerequisites for entry, supporting creatives across the spectrum of experience and generation while also bringing attention to environmental issues.

"Our aim is to go even further in our commitment to the bees that inspire our creations and guide our actions," said Gabrielle Saint-Genis Rodriguez, president and CEO of **Guerlain**, in a statement.

"This is a fundamental objective for the house," she said. "What's more, protecting bees figures at the very heart of our raison d'être."

Environmental pursuits

According to the maison, the projects selected for the prize must explore "the myriad fertile relationships between artistic creation and the environment, with an international scope."

These requirements are said to bridge the interests of Guerlain and the work of Mr. Ufan. The artist's pieces have recently been re-centered on the natural world, taking sustainability into account.

.@Guerlain is proud to announce the launch of the annual Art & Environment Prize in collaboration with Lee Ufan Arles. Applications are open until September 20th.

Learn More: <https://t.co/Wae5zHNOcK#LVMH #Guerlain pic.twitter.com/cDLcnMjtaf>

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"I'm not looking to verbalize the world or appropriate it, but to be connected to it, to perceive," said Mr. Ufan in a statement.

Guerlain sees this collaboration as an extension of its Bees Conservation Program, named after its iconic Bee Bottle design, which is now 170 years old.

The prize jury is made up of Mr. Ufan, three notable art historians and museum curators and four representatives from the beauty brand, including its CEO.

Winners of the inaugural award will be announced in Oct. 2023 during the Paris+ event by Art Basel. Once selected, the recipients will receive a six-to-eight-week support period overseen by Mr. Ufan, a unique production space in the Arles region and a summer exhibition at Lee Ufan's Espace MA in Arles.

The beauty brand joins French fashion house Dior in the artistic endeavor, as it recently presented the Dior Art of Color Photography and Visual Arts Award for Young Talents to a 22-year-old French student ([see story](#)).

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