

ARTS AND ENTERTAINMENT

Disney taps Virgil Abloh design firm for centennial campaign kickoff

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Inspired by Disney's *Fantasia* and imagined by the late Virgil Abloh's design firm, "The Structural Sorcerer a Sorcerer's Apprentice Mickey Sculpture" debuted on July 21, 2023, at London's Royal College of Art. Image credit: Michael Knief/AP Content Services for Disney

By LUXURY DAILY NEWS SERVICE

As Disney's birth date nears, the company is collaborating with a late artist's creative corporation on the launch of an inaugural event.

A partnership between the entertainment behemoth and Virgil Abloh Securities' design firm has culminated in the unveiling of "The Structural Sorcerer a Sorcerer's Apprentice Mickey Sculpture" London's Royal College of Art now houses the 6-foot installation. Events surrounding Disney's 100-year anniversary are just getting started, and are set to feature a range of representatives from brands including Christian Louboutin, Swarovski and Tommy Hilfiger, among other notable names.

"Disney's timeless stories and characters have made an indelible mark on pop culture around the globe, transcending borders, industries and generations," said Tasia Filippatos, president of consumer products, games and publishing at [The Walt Disney Company](#), in a statement.

"We couldn't think of a better way to honor 100 years of Disney storytelling than by collaborating with this outstanding collective of visionaries in support of Make-A-Wish."

Disney x Virgil

Inspired by Disney's animated musical anthology film "Fantasia" and imagined by London-based multidisciplinary design practice [Alaska Alaska](#), the semi-see-through statute modeled after Mickey Mouse debuted on July 21, 2023.

The late artist's wife extended her blessings to the project.



London's Royal College of Art houses the 6-foot installation. Image credit: David Parry/PA Wire for Disney

"Paying homage to the everlasting legacy of Virgil Abloh, the Sorcerer's Apprentice Mickey sculpture takes inspiration from his work on the grid furniture series and the Mickey Mouse illustration he created in 2018 in celebration of Mickey Mouse's 90th birthday," said Shannon Abloh, in a statement.

The activation kicks off the company's celebratory efforts at large.

Disney's "Create 100" aims to celebrate a century-long legacy of storytelling by bringing together innovative minds from various creative fields.



American designer Tommy Hilfiger has created a collectible varsity jacket for Disney's anniversary. Image credit: Disney

The company has invited a number of famed figures such as global icon Beyoncé, famed French fashion designer Christian Louboutin, Italian global creative director for Swarovski Giovanna Engelbert, Chinese virtuoso pianist Lang Lang, American fashion entrepreneur Tommy Hilfiger and Brazilian artist Vik Muniz to participate in the event.

In honor of their personal connection to Disney stories and characters, these industry talents will lend various experiential offerings to the cause, which seeks to support Make-A-Wish ([see story](#)). The foundation aids children with critical illnesses.

At the start of Create 100, Disney announced a charitable contribution, dedicating a \$1 million donation to the nonprofit on behalf of the occasion.

"Make-A-Wish was born out of the kindness and generosity of community members who saw the power that wishes have to forever change the lives of wish kids, their families and everyone involved," said Leslie Motter, president and CEO of Make-A-Wish America, in a statement.

"Through Create 100, Disney has come up with an innovative way to bring together some of the world's most iconic creators and artists to be part of the community that makes wishes possible."

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