

ARTS AND ENTERTAINMENT

Chanel drives impact at art centers worldwide

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The luxury brand is sponsoring new programs at Seoul's Leeum Museum of Art, among other initiatives. Image credit: Chanel

By ZACH JAMES

Wielding its resources worldwide, French fashion house Chanel is using the power of creativity to shift perspectives.

Two new long-term alliances join a list of prominent cultural institutions that the brand has sought to support since 2021, now adding the Museum of Contemporary Art (MCA) Chicago and Seoul's Leeum Museum of Art to its network. Promoting the initiative in freshly released digital content, the Chanel Culture Fund further elevates underrepresented voices.

Artful additions

The Chanel Culture Fund sponsors new ideas at art museums and galleries across the globe, enhancing efforts with new partnerships in the U.S. and South Korea.

In Illinois, cameras document MCA Chicago officials as they prepare to launch Contemporary DNA, a multiyear program that will grant 3,300 works from overlooked and lesser-known artists within the museum's collection a dedicated, public spotlight.

Chanel is supporting the Museum of Contemporary Art Chicago

Objects from talents around the world, from the Global South and beyond, will be featured once the initiative begins in February 2024.

As a part of the endeavor, MCA Chicago will take on two Chanel curatorial fellows each year, granting the up-and-comers scholarships that give the individuals the ability to inform exhibitions, acquisitions for the museum's collection and contributions to its public program, called "Dialogues."

"Thanks to the Chanel Culture Fund, Contemporary DNA' will bring to the Museum of Contemporary Art an emerging generation of curatorial talent that will intern, uncover and expand previously untold stories of contemporary art," says Madeleine Grynstejn, director of MCA Chicago, in the video.

Many miles away, similar strides are being taken.

Leeum Museum of Art in Seoul is the Culture Fund's second new partner

With the support of the Chanel Culture Fund, The Leeum Museum of Art in Seoul will launch its first-ever public program. Entitled

"Idea Museum," the inaugural instance puts eyes on leading international and Korean artists, philosophers and scientists.

A kickoff symposium slated for Dec. 1, 2023, focuses on discussions surrounding climate change and sustainability while a curated selection of art is displayed.

Alongside this, a printed anthology of essays on the topic will be released each year that Idea Museum runs, with an online viewing platform providing access to the writings and subsequent expert talks arriving in 2024.

Supporting creatives

Two years after the start of the Chanel Culture Fund, the philanthropic campaign counts institutions in Los Angeles, London, Paris and Shanghai among its past and present beneficiaries ([see story](#)).

Bringing other recent launches to light, the brand is speaking to additional updates at the Centre Pompidou in Paris, as well as Shanghai's Power Station of Art and London's National Portrait Gallery, by way of the short film series.

Chanel brings recent launches to light in a new short film series

The Chanel Next Prize continues to make good on the house's investment, doling out 100,000 euros to 10 professionals from the fields of design, film and the performing and visual arts each year.

Born in 2021 ([see story](#)), audiences can look forward to the announcement of a second cohort of winners, coming in early 2024.

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