RECREATIVE

LOUIS VUITTON YOUNG ARTS PROJECT LAUNCHES *RECREATIVE*, A NEW WEBSITE BY YOUNG PEOPLE FOR YOUNG PEOPLE

Louis Vuitton and five of London's leading art institutions today launch a ground-breaking website to inspire young people to get involved in contemporary art. REcreative, **www.recreativeuk.com**, has been devised and developed over the past year by young people working with the Hayward Gallery, the Royal Academy of Arts, the South London Gallery, Tate Britain and the Whitechapel Gallery as part of the Louis Vuitton Young Arts Project.

REcreative launches today (9 June 2011) in Covent Garden with a special event in an industrial container organised by members of the Louis Vuitton Young Arts Project. Michael Craig-Martin, Mark Titchner, Michael Landy and Sam Taylor-Wood are among the many artists supporting the launch of REcreative, making exclusive T-shirts to be given away to the first users of the website.

Featuring exclusive content and behind-the-scenes access to the art world, REcreative offers young people the chance to be part of an online community. Within **Projects** they can create a profile, show their work, share ideas and have a chance to have their project highlighted by leading artists and critics. The **Ideas Factory** shows how exhibitions and projects evolve from the moment they are conceived through to their realisation, launching with Tracey Emin: *Love is What You Want* at the Hayward Gallery, Southbank Centre; the story of The Woodmill, a studio and gallery complex founded by a group of young artists; and *Immature,* an exhibition curated by the South London Gallery's young people's group, Art Assassins.

For the **Experts** section young people go 'back of house' to find out how people working in the arts got to where they are today, from technicians, conservators and curators, through to artists, designers and critics. Dazed & Confused founder Jefferson Hack discusses the importance of reading and consuming culture whilst the Royal Academy of Arts Archivist, Mark Pomeroy, talks about reading Gainsborough's mail and the unconventional history behind the Royal Academy's anatomical models. **Opportunities** offers those contributing their work to the site the chance to win visits to artists' studios, discuss their work with leading arts professionals or gain special access to high profile art events. The **What's On** section highlights a selection of the best exhibitions and events hand-picked by a new guest artist each month.

The concept, structure and design of the site have been developed over the course of a year by members of the Louis Vuitton Young Arts Project. The name REcreative was chosen by the young people to convey their interest in creating new work that references or reinterprets existing works and concepts.

The Louis Vuitton Young Arts Project was launched in May 2010, an unprecedented partnership between Louis Vuitton and five of London's leading art institutions: the Hayward Gallery, the Royal Academy of Arts, the South London Gallery, Tate Britain and the Whitechapel Gallery.

Margot Heller, Director of the South London Gallery said: "This truly is a project by young people for young people with the aim of inspiring greater involvement and interest in contemporary art. Over the past year young people from the five partner institutions have worked hard to create a website which is genuinely ground-breaking in concept and scope. The website already exceeds the initial expectations of all involved in the Louis Vuitton Young Arts Project and we are excited to see how it will develop as young people start to use and shape it in the months ahead."

LV Chairman and CEO, Yves Carcelle, said: "Louis Vuitton's support of contemporary art is long-standing. In this instance, we see our role in facilitating diverse access to exciting contemporary art projects. We are delighted with the peer-led approach the website is taking and cannot wait to see the innovative projects the young people will be creating in response to what they see and learn through exchange and collaborations made possible through REcreative and the Young Arts Project."

Boris Johnson, Mayor of London said "This is a genuinely exciting initiative, which I hope will inspire young Londoners from across the capital. As befits a city like London, this uniquely creative enterprise might even help future stars develop their talents, ensuring it continues to remain at the forefront of contemporary art."

Tracey Emin said: "This is a fantastic opportunity to find out more about contemporary art and get involved. It would have been amazing to have had this chance when I was that age."

Bev Churchill, Brand Director, Covent Garden, said, "Arts and culture are an important part of the fabric and heritage of the Covent Garden neighbourhood and we are delighted to be able to support the Louis Vuitton Young Arts Project by hosting the launch of REcreative with its art installation on the Piazza."

For more information on the website please visit www.recreativeuk.com

NOTES TO EDITORS:

The Louis Vuitton Young Arts Project is a three year arts and education programme that gives young Londoners from across the city unique access to the museum directors and curators, artists and collectors who shape the British contemporary art scene, which is widely acknowledged as one of the most dynamic and successful in the world. A number of these figures sit on the Louis Vuitton Young Arts Project's Committee, which brings together artists such as Tracey Emin, Gary Hume, Michael Landy and Keith Tyson, with art collectors, critics and cultural commentators. The committee members are pivotal in providing opportunities for the young participants to gain unparalleled insights into the art world, from the point of view of those who have already achieved so much in their own careers.

The Louis Vuitton Young Arts Project brings together five groups of young people, all from different areas of London, to interact as part of a peer-led youth forum for the enjoyment and further understanding of art. The five groups, one from each institution, comprise young people aged 13-25 recruited from local borough schools and community youth groups. The groups collectively visit exhibitions at the five partner institutions, where they are given exclusive tours and unprecedented access to the inner workings of the art world. The groups are also invited to creative sessions and site visits, led by art world insiders, which include artists, collectors and museum directors.

The Louis Vuitton Young Arts Project embodies the brand's creative spirit and its long tradition of arts patronage, as well as its ongoing commitment to corporate social responsibility and to London. Following the sponsorship of numerous exhibitions at major institutions, and the success of the Louis Vuitton Art Talks series at which artists interact closely with the invited audience, Louis Vuitton wanted to celebrate the opening of the New Bond Street Maison with a major new project that would extend opportunities to young people from a diverse range of backgrounds to access the art world. Louis Vuitton's discussions with the five partner institutions, as well as artists Chris Ofili and Charlie Dark, helped shape the project's current form. The project initiated by Louis Vuitton, is led and managed by the South London Gallery who work hand-in-hand with the Louis Vuitton team, and the other four institutions.

CONTACT

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Images and video content will be uploaded throughout the day, and can be downloaded from the FTP link below:

https://sharing.oodrive.com/workspace/vuittonpressev4/

ID: press uk

Password: london2011

ABOUT LOUIS VUITTON

Founded in Paris in 1854, Louis Vuitton has been synonymous with the art of travel. Its iconic trunks and luggage have accompanied journeys throughout time. True to the pioneer spirit of its origins, Louis Vuitton consistently breaks new ground in art, architecture, fashion and design.

With the arrival of Artistic Director Marc Jacobs in 1997, Louis Vuitton extended its expertise to ready-to-wear, shoes, accessories, watches and jewellery, available in its exclusive network of stores located in over sixty countries. Combining traditional craftsmanship with flair, innovation, and sophistication, Louis Vuitton offers an unexpected and complete lifestyle experience.

For more information please visit: www.louisvuitton.com