

KERING



WOMEN
IN MOTION

**The unprecedented exhibition of Vivian Maier in Seoul,
supported by Kering's *Women In Motion* program,
garners more than 55,000 visitors and counting**



The Vivian Maier exhibition opened in Ground Seesaw Seongsu gallery, on August 4, as part of Kering's *Women In Motion* program, which aims to shine a light on women's contribution to culture and the arts. Following the ardent support from Korean fans, the exhibition organizer, BIGFISH C&M, has extended its run, scheduled initially until the 13th, until November 27. The exhibition welcomed more than 55,000 visitors at this day.

The work of Vivian Maier, recognized as one of the greatest photographers in the 20th century, was discovered posthumously at the turn of the 21st century, belatedly granting many people the chance to witness the true beauty of everyday life. This largest-ever exhibition consists of 270 pieces of artwork, including unreleased photographs and the artist's personal belongings, attracting a myriad of audiences.

Kering has supported key displays of the Vivian Maier exhibition worldwide: at the Musée du Luxembourg in Paris in September 2021; at the Musei Reali Torino in Italy in February 2022.

Anne Morin, Director of diChroma Photography, who curated the Vivian Maier exhibition, was awarded Best Photo Curator of the year for her Vivian Maier exhibition at the Musée du Luxembourg, by the Lucie Foundation on October 25 in New York City at the Carnegie Hall.

Since its launch in 2015, *Women In Motion* has built a comprehensive program in several areas of culture and the arts, aiming at shining a light on the women who make them, and supported numerous events promoting gender equality and highlighting women's talents. The support of such exhibitions underlines the commitment of *Women In Motion* to women artists, by helping to change mindsets, celebrating leading figures and thinking about women's place – and the recognition they receive – in photography, visual arts, music, design, or choreography

Thierry Marty, President of Kering North & South-East Asia Pacific, said, "*We are very pleased that the exhibition of Vivian Maier's photographs, which is the first time our signature Women In Motion program has lent its support to an event in Korea, is receiving such attention*" and added, "*Kering will continue to further develop initiatives and project highlighting women's contribution to the art and culture industry in Korea.*"

About Women In Motion

Kering's commitment to women is at the heart of the Group's priorities and extends, through *Women In Motion*, to the field of arts and culture, where gender inequalities are still glaring, even though creation is one of the most powerful vectors for change.

In 2015, Kering launched *Women In Motion* at the Festival de Cannes with the ambition of highlighting women in cinema, both in front of and behind the camera. The program has since expanded in a major way to photography, but also to art, design, choreography and music. Through its Awards, the program recognizes inspirational figures and young female talent, while its Talks provide an opportunity for leading personalities to share their views on the representation of women in their profession.

For the past eight years, *Women In Motion* has been a platform of choice that contributes to changing mind sets and thinking on the place of women - and the recognition they receive - in the arts and culture.

About Kering

A global Luxury group, Kering manages the development of a series of renowned Houses in Fashion, Leather Goods, Jewelry: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, DoDo, Qeelin, as well as Kering Eyewear. By placing creativity at the heart of its strategy, Kering enables its Houses to set new limits in terms of their creative expression while crafting tomorrow's Luxury in a sustainable and responsible way. We capture these beliefs in our signature: "Empowering Imagination".

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