

Beat: Arts

## The Louis Vuitton Foundation inaugurates a majestic museum

### Vessel of glass, a Museum of Modern Art

Paris, 21.10.2014, 02:09 Time

**USPA NEWS** - Bernard Arnault dreamed of it, and he did: A contemporary art museum commissioned to one of the best architects in the world, to build a ship sailboat-shaped glass and house the most beautiful modern works top flight. he AmericanCanadian Frank Gehry, designer of Guggenheim Museum in Bilbao, Spain.

The famous designer, has realized the dream of the founder of this massive project, the CEO of LVMH Group, Bernard Arnault one of the largest fortunes in France and keen on contemporary art.

The President of the French Republic François Hollande, Ms Anne Hidalgo Mayor of Paris, and Fleur Pellerin culture minister inaugurated today the Museum of Contemporary Art Fondation Louis Vuitton, alongside Bernard Arnault.

The ship with twelve nets of glass the museum, north of Bois de Boulogne, 8th Avenue of Mahatma Gandhi, will house the collection of contemporary art wanted by the President of LVMH Bernard Arnault.

The building is already acclaimed by the critics from the sphere of art and design, saying "this building is highly successful" "that symbolizes the cultural vocation of France", who was the starting point of the architect. This is the reason that the "ship" is moored near the edge of the Bois de Boulogne, one of the most chic Parisians green parks.

The museum that bears the same name as its foundation, will evoke the same brand "Louis Vuitton" as strongly emblematic as the same empire (LVMH). The world leader in luxury offers a new magnificent showcase in Paris, by strengthening the conscience of its strongest brand in the group with a center of modern art, combined with the French Touch.

---

The building is already qualified of " A jewel avant-garde architecture".

The museum consists of two glass walls surrounding the jewel of pure whiteness recalling "the iceberg" as explained by Frank Gehry. "I liked the idea of a living façade that changes not only with the light because of the glass and shadows, but also has the ability to illuminate otherwise playfully and inviting the artists to participate in overall," continues Frank Gehry.

Amateurs, artists, critics, and other curious, you need to be patient to go see the pieces of art as from the official opening that is scheduled for 27 October. Meanwhile, one can admire already "a light installation", signed Olafur Eliasson or "Man in the mud," by the German sculptor Thomas Schütte.

Source: [www.fondationlouisvuitton.fr](http://www.fondationlouisvuitton.fr)

#### Article online:

<https://www.uspa24.com/bericht-2822/the-louis-vuitton-foundation-inaugurates-a-majestic-museum.html>

#### Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Rahma Sophia RACHDI

#### Exemption from liability:

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Rahma Sophia RACHDI

**Editorial program service of General News Agency:**

UPA United Press Agency LTD

483 Green Lanes

UK, London N13NV 4BS

contact (at) unitedpressagency.com

Official Federal Reg. No. 7442619