



A NEW, EXTRAORDINARY RECORD FOR KIDS CREATIVE LAB

THE PEGGY GUGGENHEIM COLLECTION AND OVS CO-PROJECT

IS NOW IN ITS 6TH YEAR

AND WE'RE TALKING ABOUT SOCIAL PRACTICE

WITH 1,800,000 KIDS AND ARTIST, MARINELLA SENATORE

Kids Creative Lab is synonymous with records. Now in its **6th year**, the educational project jointly organised by the **Peggy Guggenheim Collection** and **OVS**, dedicated to primary schools all over Italy, has reached **1,800,000 children, 66,000 classes, and 8,000 schools**. Back together again this year, with participants playing a leading role in a brand-new edition that has changed formula, starting with the educational idea. We're talking about **Social Practice** with our new co-project **WE the KIDS**, together with the artist and film-maker **Marinella Senatore**. There will also be another new element: a large **group performance** being held to close this 6th edition, scheduled to take place on **9 May at 11:00** in **St Mark's Square, Venice**. Children from the participating classes will be performing a choreography all together, under the direction of Ms Senatore. This performance will be accompanied by music created especially for the project by composer and pianist Emiliano Branda.

WE the KIDS is part of the "**Le Città in festa**" project, a programme promoted by **Venice City Council** which involves the city of Venice, the islands and the mainland in a series of different events. For the performance on 9 May, we would like to thank the Associazione Piazza San Marco, which has been promoting and safeguarding the cultural heritage of St Mark's Square for over twenty years.

After looking at different themes over the last few years, this year's choice was aimed at taking a step further with a proposal for starting up a framework of relations and actions that could bring about social change for the communities involved. Marinella Senatore, an internationally famous artist with years of experience working on **public participation** projects that involve whole communities in the creation of **group works**, has devised a **performance** for **WE the KIDS**. This will be based on the relationships between the project's participants and aims to promote values such as **awareness** and **respect** among the children involved. The title, WE the KIDS, takes its inspiration from "We the People", the introductory words to the United States Constitution, and it comes from a desire to put **children** right at the centre of this 6th Kids Creative Lab, making them the protagonists of the **artistic performance** devised by Marinella Senatore. **WE the KIDS** might have the aim of involving pupils from Italian primary schools, but the hope is also that it will reach out to their families and local areas, involving people of different ages, origins, ethnicities and cultures to promote an **inclusive society** that is **involved, peaceful, and cosmopolitan**.



All of the classes that sign up for the project receive a teacher's handbook with ideas for various subjects, together with a video tutorial CD. The kidscreativelab.ovs.it website provides all the educational material, as well as the video to learn the workshop exercises, designed to allow teachers to be independent as they take the children through the activities.

By accessing the reserved area "MYKCL", teachers can upload images and videos of rehearsals and performances of each class. The material created by the participating classes will be displayed in the "Gallery" section of the website.

"I am delighted that this sixth year of working with OVS on the Kids Creative Lab project will see a step in the direction of Social Practice, contemporary art activities aimed at starting up a framework of relationships and actions that will bring about social change in the community involved", says **Karole Vail**, Director of the Guggenheim Museum. "What's more, the important participation of an internationally famous Italian artist such as Marinella Senatore makes us even prouder of the work that we have been doing together with OVS since 2012".

"Kids Creative Lab is becoming increasingly ambitious", says **Stefano Beraldo**, CEO of OVS, "This time we aren't stopping at raising interest among kids and teachers; our aim is also to get their families involved in this great creative celebration, in accordance with the principles of inclusiveness that form the backbone of our brand values. For OVS, six years of work with the Peggy Guggenheim Collection reflect our desire to influence art education for children; they mean the ability to build a serious educational project that has become customary within schools, using the possibility that our brand has to set up a network of relations throughout Italy, through the dialogue we establish with Italian families and their needs on a daily basis. We are always in search of beauty, even when we design our collections for adults and kids, and being so near to the Peggy Guggenheim Collection enriches what we do, stimulating us to work better, proud that we can teach kids to use their hands and minds to make room for their imaginations."

"In 2013 I set up The School of Narrative Dance, a travelling school based on a non-hierarchical form of learning, self-training and informal education", says artist **Marinella Senatore**. "Kids Creative Lab is a project that I find particularly interesting, since it falls within my field of work, and I feel that it just might challenge me to look more into different teaching systems and to enter into direct contact with the school community. I hope that **WE the KIDS** can become an invitation to kids to express their hopes and aspirations creatively, giving them a boost to their self-respect, their passions, and also the desire to believe in their own abilities. I hope it will turn out to be a direct, shared experience of active citizenship, and one that they can all contribute to together".

Marinella Senatore (1977) is an Italian artist who works all over the world. She has been curating public participation projects involving whole communities in the creation of collective works since 2006. In 2013, she founded **The School of Narrative Dance**, a travelling nomadic school that focuses on the idea of storytelling as an experience that can be choreographically explored through non-hierarchical learning, self-learning, and the creation of active citizenship through informal education. She has exhibited in some of the world's most important museums: The Centre Pompidou in Paris; the Queens Museum in New York; Les Laboratoires d'Aubervilliers in Paris; the Faena Art Forum in Miami; Kunsthaus in Zurich; the Museum of Contemporary Art in Santa Barbara; Palais de Tokyo in Paris; Castello di Rivoli in Turin; High Line in New York; Kunsthalle in Sankt Gallen; the 54th Biennale of Venice, and the MAXXI in Rome.



The **Peggy Guggenheim Collection** is Italy's most important museum of 20th-century European and American art. It is located in Venice in what was Peggy Guggenheim's home. It contains the personal art collection of the American collector, with works by Picasso, Kandinsky, Magritte, Pollock, Miró, the masterpieces of the Hannelore B. and Rudolph B. Schulhof Collection, and the Nasher Sculpture Garden. It also organises regular temporary exhibitions.

OVS is Italy's top brand of clothing for women, men and kids, with over 1000 stores in Italy and abroad. OVS offers everyone the opportunity to wear Italian style at affordable prices, and its stores, with their contemporary, pared back design, welcome more than 150 million customers every year. It also provides an interesting shopping experience through its online store, www.ovs.it.

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