



**NOW IN ITS 5TH YEAR, KIDS CREATIVE LAB,  
A PROJECT BY PEGGY GUGGENHEIM AND OVS,  
IS BACK AT PALAZZO VENIER DEI LEONI**

**TALKING ABOUT SUSTAINABILITY WITH OVER  
1,400,000 CHILDREN  
AND WITH THE ARTISTS  
LUCY + JORGE ORTA  
PLUS A MAGICAL MARINE LANDSCAPE  
ON SHOW UNTIL 17 APRIL**

*The highest good is like water.  
Water gives life to the ten thousand things  
and does not strive.*

Lao Tzu, Philosopher

**Kids Creative Lab V** has been a record-breaking edition. Over **1,400,000 kids**, **50,000 classes**, **6,000 schools**, together once more for an educational project that is born of collaboration between the Peggy Guggenheim Collection and OVS, dedicated to primary schools in Italy and now involved in the new, great adventure that is all about **sustainability** and **protecting the marine ecosystem**, together with its two internationally famous “guests”: artists **Lucy + Jorge Orta**. Kids Creative Lab also enjoys the patronage of Venice City Council and this year has received a letter of commendation from the Minister for Education, Universities and Research, Valeria Fedeli.

After dealing over the years in subjects such as the relationship between art and fashion, ecology, nature, agriculture, food, and biodiversity, this fifth edition of **Kids Creative Lab** is all about a **multi-disciplinary project**, focused on the current and urgent subject of **sustainability**, of its implications linked on one side to **ecology** and respect for the **environment**, and on the other, **education** and the development of **future generations** with regard to these subjects. This is the start of the precious collaboration with **Lucy + Jorge Orta**, artists renowned internationally for their commitment to projects that raise public awareness about sustainable development for the planet and who have made participation the foundation of their artistic production. Lucy + Jorge Orta, together with the Department of Education of the Peggy Guggenheim Collection have devised and developed a creative workshop, to be held in class, focusing on the theme of water and the increasingly fragile balance of the marine ecosystem, thanks to the use of their **Artist’s Kit “SostenART”**.

**SostenART** is a reflection around sustainable, as well as artistic re-use of plastic and at the same time, an invitation to send out an SOS to safeguard life in the oceans through a metaphorical message in a bottle. The workshop asked participants to write messages in groups, using the “Cadavre exquis” technique, a game much enjoyed by André Breton, theorist behind Surrealism and by the surrealist artists themselves. It consists of composing a message with the contribution of several people, each one with no knowledge of what the



others have written. The text written with this technique was then translated according to a colour code and placed in a plastic bottle. All of the bottles containing the colourful encrypted messages written by the children have been used to create a single, large installation, a **wonderful marinescape**, curated by Lucy + Jorge Orta and exhibited on occasion of the exhibition at the Peggy Guggenheim Collection from **30 March to 17 April 2017**. To complete this extraordinary collective work, there will also be three pieces by the artist duo: *OrtaWater- Antarctica*, *Life Line- Survival Kit*, *OrtaWater- Studies Fluivial Intervention Unit* are the titles of the creations by Lucy + Jorge Orta to provide further food for thought about the subjects of sustainability, safeguarding our water resources and protecting our marine environment.

We hope that the artistic practices put in place with this workshop and experimentation with plastic, have been able to highlight the message about using plastic, especially waste and water bottles”, say artists **Lucy + Jorge Orta**. “In some way it is a matter of raising awareness among people. If, working with Kids Creative Lab, over a million children have handled bottles, thought about where they come from, where they are going and how we can be more aware of recycling and the environment, then it will be truly fantastic”.

“This is the fifth year working with OVS on the joint Kids Creative Lab project, which focuses on children’s education and growth”, says **Philip Rylands**, director of the museum in Venice. “The themes of this fifth edition are particularly current and we believe that raising awareness with the future generations on the subject of ecology and safeguarding the planet are extremely important issues today. The important participation in the project of two internationally famous artists like Lucy + Jorge Orta makes us even prouder of the work we have been doing with OVS since 2012”.

“The new edition of OVS Kids Creative Lab” says **Stefano Beraldo**, CEO of OVS, “weaves together the ideas of art and of educating children on the subjects of sustainability and protecting the environment and it does so by involving two artists who are well known for their commitment to these areas. This project, which is developed in conjunction with the prestigious Peggy Guggenheim Collection, thanks also to the contribution of our sales network, continues to meet with increasing interest and an incredible number of participants from schools, which goes to show the importance of art and creativity in children’s education”.

The **IC Dante-Galiani di San Giovanni Rotondo** School in **Foggia** was judged to be the winner with the highest number of participants in the project, **658 students** from **30 classes**. The prize was a training course for pupils and teachers from **EF Education First**: two International weeks for the children, online training for the teachers, and teaching materials. The school will also receive 500 re-usable bottles by **Dopper**, to incentivise sustainable water consumption and raise awareness with children about the impact of waste from disposable plastic.

**Lucy + Jorge Orta** are two internationally famous artists who work with social and ecological themes using different media such as painting, sculpture, performance, installations, fashion and much, much more. In 2007 they received the Green Leaf Award for artistic excellence on the subject of sustainability. The prize was presented by the UN Environment Program with the Natural World Museum at the Nobel Peace Center in Oslo. Lucy (Great Britain, 1966) and Jorge Orta (Argentina, 1953) have been working together since 1991. Since 2002 the Orta Studio has been based in an old dairy, 50 km from Paris, where, together with a team of designers, architects, engineers, musicians, artisans and technicians, the Ortas develop large-scale projects on themes such as community and social bonds, lifestyles and homes, nomadism, and mobility, sustainable development, ecology and recycling.

The **Peggy Guggenheim Collection** is Italy’s most important museum for 20th-century European and American art. It is situated in Venice, in what was once the home of Peggy Guggenheim. It houses the personal art collection of the American patron of the arts, with works by Picasso, Kandinsky, Magritte, Pollock, and Miró, the masterpieces from the Hannelore B. and



Rudolph B. Schulhof Collection, and the garden of Nasher's sculptures. It also organises temporary exhibitions on a regular basis.

**OVS** is Italy's top men's, women's and kids' clothing brand with over 1,000 stores in Italy and abroad. OVS offers everyone the opportunity to dress with Italian style at the best possible prices and its essential, contemporary design stores see more than 150 million clients every year. It also offers a great shopping experience through its online store [www.ovs.it](http://www.ovs.it).

**EF Education First** was set up in 1965 with the aim of "making the world bigger through education". Now it is a leading international organisation in the sector of language courses abroad, study holidays, academic courses and cultural exchange programmes, with a network of over 500 schools and offices in 54 countries. EF was also an Official Supplier for language training at the Rio 2016 Olympics.

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