



Kids Creative Lab — Quarta edizione



A JOURNEY WITH 1 MILLION KIDS

**KIDS CREATIVE LAB REACHES ITS 4TH YEAR.
THE PEGGY GUGGENHEIM COLLECTION AND OVS CO-
PROJECT HAS BEATEN ITS RECORD FOR ENTRIES.**

FINAL EXHIBITION IN APRIL AT CA' FOSCARI UNIVERSITY OF VENICE

*"The most technologically efficient machine that man has ever invented is the book."
Northrop Frye*

This is the fourth year of a project begun in 2012: **Kids Creative Lab**, an educational project born from the collaboration between the **Peggy Guggenheim Collection** and **OVS**, dedicated to primary schools throughout Italy. This has involved millions of kids and thousands of creative workshops that have unfailingly been both original and stimulating. In 2015, the programme closed with record numbers and a vast interactive installation at the Italy Pavilion of Expo Milano 2015. The project this year is entitled **C-ARTE**, and bring **Kids Creative Lab** back to Venice, where it began, achieving an another extraordinary record for participants: **1 million children from 35,000 classes in 4,000 schools** will bring their work to Venice, thanks to an important collaboration with **Ca' Foscari University, Venice**, which will host the concluding exhibition from April 4 – 27. This will have the patronage of **Venice City Council**. Kids Creative Lab also sees the distinguished participation of **Rashid Rana**, world-famous artist from Pakistan. With many thousands of images of landscapes sent in by participants and following his recognizable photo-collage method, Rana will create a vast digital photo print, a single copy, inspired by the themes of the project, which will also be exhibited at Ca' Foscari University.

After focusing on the relationship between art and fashion, ecology, nature, agriculture, food, biodiversity and sustainability, it is now the turn of **travel** to take center stage, as an inspiration for kids' creativity. This is a rich and stimulating project involving the use of simple tools, such as **paper** and **scissors**, which give this fourth edition of Kids Creative Lab its name: **C-ARTE**. With the support of the company **Favini**, children receive, free of charge, a supply of brightly coloured paper. To give free rein to their creativity, all they have to do is follow the instructions in the **Artist's Kit** devised by the Education Department at the Peggy Guggenheim Collection and distributed through OVS stores. Inspired by the works of artists who have depicted travel, landscape and migration, or who work with books and maps, this kit is an invitation to create a **pop-up book** to represent landscapes that are sentimentally valued, imaginary places, or real or topography. The handbook offers a general introduction, some hints to start from, and an outline of artists and their historic and cultural context. **C-ARTE** is an imagined journey in which kids, teachers and parents can work together. Like previous editions Kids Creative Lab is inclusive and participatory. The pop-up books will be brought together in a single large installation that marks a symbolic journey through the scenes chosen by the protagonists, and who together are the authors of this tale that will come to life inside Ca' Foscari.

"We are in the fourth year of working with OVS on this Kids Creative Lab co-project which has specific attention to children's growth and education," says **Philip Rylands**, Director of the museum. "This fantastic journey, which is now returning 'home' to Venice, involves two other important institutions: Ca' Foscari University of Venice and the City Council, both of which - like us - are firm believers in educating our younger generations. It is a journey

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that begins by studying subjects dear to artists, such as this year's travel and landscape themes. Participants are taken on a voyage of discovery, involving new worlds and new tools with which to develop a critical sense and analysis that are necessary to deal with the challenges of every day."

"The fourth edition of Kids Creative Lab has achieved astonishing results," says **Stefano Beraldo**, CEO of OVS. "The project we devised together with the Peggy Guggenheim Collection can this year count on the support of another important Venetian institution, Ca' Foscari University. We have been able to involve over a million children with our project based on manual skills - which is no mean feat for the digital age - and which focuses on culture as a key element in a child's education. The fact that OVS has a capillary network of stores throughout the country has allowed us to reach a high number of schools and parents, who understand the value of this important initiative. This year, Kids Creative Lab can count on the talent of a famous international artist, who will be creating an installation that reinterprets the original idea of the project and the different kids' creations".

"Ca' Foscari is an enthusiastic participant in the Kids Creative Lab" – says the University Rector, **Michele Bugliesi**. – "It is a new opportunity for us to open our doors to young, school-aged children and their families, making available the spaces, knowledge and skills of the community at Ca' Foscari and to dialogue with the whole 'supply line' of education and training. It is also an excellent opportunity to boost and confirm our cultural collaboration with such a prestigious body as the Peggy Guggenheim Collection and with OVS, a company that for years has shown its belief in investing in training."

All teaching materials and the video tutorial for creating a pop-up book are available on the website kidscreativelab.ovs.it, in the "Artists' Kit" section. It is also possible to upload images of created projects and in that way, to discover the artists' books created by all the other kids. This year's web-site has a new feature, a "Magazine" section packed with ideas, tips and help for projects and workshops based on the Artists' Kit" theme.

As in previous years, the project will close with a competition for the school with the highest number of participating pupils. The prize is a wealth of teaching materials offered by **De Agostini Libri** and dedicated to geography, knowledge of places, countries and cultures.

From April 4 - 27, **Ca' Foscari University in Venice**, as well as hosting the final exhibition for the event, will hold a series of **creative workshops** open to school groups, families and students, and taught by artists and personages from the world of culture. The calendar of events will be available on the web site kidscreativelab.ovs.it.



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Rashid Rana (1968) was born in Lahore, Pakistan, where he lives and works. He studied painting at the National College of Arts in Lahore and the Massachusetts College of Fine Arts in Boston. He is the founder of the faculty and head of the department of Fine Art at the Beaconhouse National University of Lahore. His recent personal exhibitions include a large retrospective of his mid-career works, entitled *Labyrinth of Reflections*, at the Mohatta Palace Museum in Karachi (2013), some exhibitions at the Cornerhouse in Manchester (2011) and the Guimet Museum, Paris (2010). He has also shown in large collective exhibitions, including: Dhaka Art Summit (2014); Kiev Biennale (2012); Fotomuseum Winterthur; Whitechapel Gallery and Saatchi Gallery, London (2010); Asia Society, New York (2009); 5th Asia Pacific Triennale, Queensland Gallery of Art, Brisbane (2006); Singapore Biennale (2006). In 2015, together with Shilpa Gupta, he took part in *My East is your West*, in Venice.

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 US collector, with works by Picasso, Kandinsky, Magritte, Pollock, Miró, and 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 in women's, men's and kids' clothing, with over 800 stores in Italy and abroad. OVS offers everyone the freedom to dress with Italian style at the best possible prices and the contemporary, basic design of its stores welcomes more than 150 million customers every year. It also offers an interesting shopping experience through its online store, www.ovs.it.

Ca' Foscari University of Venice is one of the most important Italian institutes of higher education and research. Founded as a business school in 1868, the first in Italy and the second in Europe, Ca' Foscari offers courses in economics, linguistics, history, literature, arts, and sciences, at the highest level. Like its home city, Ca' Foscari is a crossroads for culture, research, ideas and creativity.

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