

Beat: Arts

## GUCCI/LACMA honor Barbara Kruger and Quentin Tarantino

### Art&Film Gala 4th Annual Event

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**USPA NEWS** - Gucci presented the Los Angeles County Museum of Art's (LACMA), the fourth annual Art+Film Gala on November 1st in Los Angeles, which was co-chaired by LACMA Trustee Eva Chow and actor Leonardo DiCaprio, with Gucci Creative Director Frida Giannini as Gala Host Committee Chair.

Located on the famous Miracle Mile, LACMA is the largest art museum in the western United States, boasting creative works from every major art period with over 20 acres and 100,000 works of art greet.

The GUCCI evening honored artist Barbara Kruger and filmmaker Quentin Tarantino.

GUCCI, founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands. With a renowned reputation for quality and Italian craftsmanship, Gucci designs, manufactures and distributes luxurious products such as leather goods, shoes, ready-to-wear, silks, timepieces and fine jewellery. Gucci is part of the Kering Group, a world leader in apparel and accessories, which develops an ensemble of powerful Luxury and Sport & Lifestyle brands.

Frida Giannini is an Italian fashion designer and currently the Creative Director of the Italian fashion house Gucci. She said "Supporting LACMA's mission to celebrate the art of filmmaking is a natural extension of Gucci's longstanding commitment to the film community. We are proud to join Michael Govan, Eva Chow, and Leonardo DiCaprio in honoring the inspiring and distinguished careers." The distinguished careers honored this year are Barbara Kruger the iconic artist and Quentin Tarantino the self-made man film-maker.

Barbara Kruger's career has spanned over 40 years. Known internationally for her iconic and provocative body of work, including "I Shop Therefore I Am" (1987), "Your Body is a Battleground" (1989), and "Too Big to Fail" (2012), among others. She has created the immersive multi-channel video installations "Twelve" (2004) and "The Globe Shrinks" (2011). Her pictures and words have appeared in massive room wraps at museums and galleries worldwide. She was awarded the Lifetime Achievement Medal at the Venice Biennale in 2005. Through ironic appropriation of words, and imagery, Kruger deploys the conventions of mass communication in order to challenge the often, manipulative logic at work in the language of advertising, television, film, digital platforms, and other media.

Quentin Tarantino has established himself as one of the most celebrated filmmakers of his generation. Tarantino's most recent film "Django Unchained" was his highest-grossing project to date, featuring an all-star cast including Jamie Foxx, Leonardo DiCaprio, Christoph Waltz, Kerry Washington, and Samuel L. Jackson.

Tarantino's film was recognized with numerous accolades. Named one of the top ten films of the year by the American Film Institute, "Django Unchained" earned five BAFTA nominations, five Golden Globe nominations, and five Academy Award® nominations, including Best Picture.-----

There is no better combination, in honoring the provocative Barbara Kruger alongside Quentin Tarantino respectively with their masterpieces either in the picturing and the picture motion.

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**Article online:**

<https://www.uspa24.com/bericht-2915/guccilacma-honor-barbara-kruger-and-quentin-tarantino.html>

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