

Art Work VERNISSAGE

from students and graduates

Lucerne School of Art and Design

Date: Thu, September 27, 2007

Time: as of 4:00 pm

Welcome & Aperero: Opus building, 2nd floor

Background of co-operation:

Target

We wanted to promote Art Work of young artists and support it's Lucerne School of Art and Design. Not only did we want to add beauty to the office space, but we wanted to highlight art work of students and former graduates in connection with one of Johnson & Johnson principles.

Topic: Mother & Child

Johnson & Johnson aligns its philanthropic initiatives with its expertise in four key platforms for giving: Access to Care, Women's and Children's Health, Advancing Health Care Knowledge and Community Responsibility. With this information, HGK chose to illustrate the subject "Mother-Child-Health".

Process: Essay and Result

Students reflected on their own childhood, considering the uniqueness of their own circumstance. Or they considered their parents, siblings, extended family or own children and physical surroundings to measure how it impacted their life. The students prepared an rendition of their reflection through different medians (drawing, outlining, painting, preparing collages, using any type of symbols, etc.).

We are looking forward to seeing you there!