



LifeWear

UNIQLO and MACBA join to open contemporary art to the city of Barcelona

- Open doors at the MACBA, every Saturday afternoon, thanks to UNIQLO.
- Through the partnership, every Saturday, in addition to offering free entry to the exhibitions, MACBA will host a cultural program of different artistic disciplines, with a highlight event happening the last Saturday of each month.

23 March, 2018 Barcelona - The Japanese brand UNIQLO and the Museum of Contemporary Art of Barcelona, MACBA, today announced the signing of a collaboration partnership that will allow the Barcelona museum to open its doors to the public free of charge every Saturday afternoon, from 4pm to 8pm. The collaboration will provide free access to visitors to both the museum's temporary exhibitions and all the activities held during that time. This partnership is in line with one of the working priorities of MACBA, being favouring accessibility to its program to a wide and diverse audience and, especially, facilitating entry to the museum for the local public.

Within the framework of the partnership, the Japanese company and the museum will also offer visitors a differential experience every Saturday through the development of "Let's talk about art", a series of unprecedented colloquiums and talks for the dissemination of art and culture. The first of these events will take place on Saturday March 24th with the interpretation of the work of the North American artist Rosemarie Castoro by the dancer and choreographer Carmelo Salazar. The press conference announcing the partnership has included a small preview of this performance, intimately connected with the retrospective *Rosemarie Castoro. Enfocar al infinito*, exhibited in the museum until April 15th.

The last Saturday of each month, additionally, UNIQLO and MACBA will also organize innovated art-related initiatives in different formats (family workshops, concerts, performances, dance, etc.) and geared towards diverse audiences. The first of these events will be held on Saturday, April 28th, with the experimental music concert of the versatile British artist Luke Fowler, nominated to the prestigious Turner Prize of 2012. Later, on May 26th, the museum will host the performance of the Mallorcan pop band Papa Topo.

Within the series "Let's talk about art" UNIQLO and MACBA will offer a varied artistic program, some of the highlights of which are talks and colloquiums with artists like Francesc Torres, Domènec or Oscar Masotta as protagonists.

Connection with the city of Barcelona and access to culture

On the collaboration, UNIQLO Spain Chief Operations Officer Kohsuke ‘Koh’ Kobayashi said: “We are proud to present this partnership with a museum of the stature of MACBA because UNIQLO is a brand that is strongly committed to local life of the city of Barcelona. With this collaboration, UNIQLO wishes to democratize art enabling as many people as possible to have access to art”.

Furthermore, Fast Retailing Global Creative Director, LifeWear, Shu Hung highlighted: “UNIQLO apparel is made for all, and in the same way we believe art as a social good that should be available to all. Therefore, and in the same manner in which we encourage the democratization of quality garments, we actively engage with the most relevant institutions of the different cities in which we operate in order to bring art closer to people”.

Through this partnership, the brand will have the opportunity to interact more closely with the residents of the city of Barcelona, facilitating access to contemporary art, something that the company has already fostered in its collaboration with museums and institutions of great reference worldwide, including the MoMA (Museum of Modern Arts) in New York or the Tate Modern gallery in London.

Connection with a new public and audiences

“For MACBA this is an opportunity to connect with a new public and audiences. Public-private collaborations are part of MACBA’s essence. An innovative management model in the world of art that allows the museum to carry out projects, ambitious ones, like this one, with the aim of spreading contemporary art to reach wide audiences”, claims MACBA Foundation President Ainhoa Grandes.

Likewise, MACBA Director Ferran Barenbilt defines “culture as a basic necessity good. Beyond our international vocation, our priority is local users; they are the true ambassadors of our project. We want to build with them, for them”.

In addition to the Rosemarie Castoro retrospective, MACBA currently hosts the *MACBA Collection. Under the Surface*, a selection of its holdings that includes iconic works; a multimedia installation by artist Francesc Torres and the collective exhibition *Oscar Masotta. Theory as action*, which has just been inaugurated. In terms of upcoming developments, MACBA will open a monographic dedicated to the artist Domènec and the largest institutional exhibition that has ever been organized in Europe on the work of Melanie Smith, resident artist in Mexico, a country that she represented at the 54th Biennale of Venice. A new staging of the Collection, as well as the showings of Raqs Media Collective and Jaume Plensa, will close 2018.

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About UNIQLO LifeWear

Apparel that comes from the Japanese values of simplicity, quality and longevity. Designed to be of the time and for the time, LifeWear is made with such modern elegance that it becomes the building blocks of each individual’s style. A perfect shirt that is always being made more perfect. The simplest design hiding the most thoughtful and modern details. The best in fit and fabric made to be affordable and accessible to all. LifeWear is clothing that is constantly being innovated, bringing more warmth, more lightness, better design, and better comfort to people’s lives.

About UNIQLO and Fast Retailing

UNIQLO is a brand of Fast Retailing Co., Ltd., a leading global Japanese retail holding company that designs, manufactures and sells clothing under seven main brands: Comptoir des Cotonniers, GU, Helmut Lang, J Brand, Princesse tam.tam, Theory, and UNIQLO. With global sales of approximately 1.8619 trillion yen for the 2017 fiscal year ending August 31, 2017 (US \$16.87 billion, calculated in yen using the end of August 2017 rate of \$1 = 110.4 yen), Fast Retailing is one of the world’s largest apparel retail companies, and UNIQLO is Japan’s leading specialty retailer. UNIQLO continues to open large-scale

stores in some of the world's most important cities and locations, as part of its ongoing efforts to solidify its status as a truly global brand. Today the company has more than 1,900 stores in 19 markets worldwide including Japan, Australia, Belgium, Canada, China, France, Germany, Hong Kong, Indonesia, Malaysia, Philippines, Russia, Singapore, South Korea, Spain, Taiwan, Thailand, U.K. and the U.S. In addition, Grameen UNIQLO, a social business established in Bangladesh in September 2010, currently operates several Grameen UNIQLO stores in Dhaka. UNIQLO manages an integrated business model under which it designs, manufactures, markets and sells high-quality, casual apparel. The company believes that truly great clothes should be supremely comfortable, feature universal designs, are of high quality and offer a superb fit to everyone who wears them.

With a corporate statement committed to changing clothes, changing conventional wisdom and change the world, Fast Retailing is dedicated to creating great clothing with new and unique value to enrich the lives of people everywhere. For more information about UNIQLO and Fast Retailing, please visit www.uniqlo.com and www.fastretailing.com.