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Bouchet, Sophie. "Levi's and friends go west". Vogue (6/26/13)

VOGUE

Levi's and friends go west



The denim brand is supporting artist Doug Aiken, as he sets off on a 10-stop cultural roadtrip from New York to San Francisco, with musical events, exhibitions and foodie treat.

A concert from **Charlotte Gainsbourg**, a cookery workshop with chef **Alice Waters** and a film directed by **Kenneth Anger** are just some of the offerings from multimedia artist **Doug Aitken's** new project, *Station to Station: A Nomadic Happening*, sponsored by Levi's. Over three weeks, artists from all walks of life will travel across ten US states by train, each offering their own creative output along the way. At a time when funding for cultural programs is on the decline, this collaboration between the artist and the iconic denim brand is an opportunity to promote contemporary and avant garde art. As such, a tie-in will see unusual offerings showcased at seven partner museums including the **Moma PS1** and **Chicago's Museum of Contemporary Art**. From music and foodie treats to cinema and literature, the adventure will begin in **New York** and run from September 6-28, stopping in **Chicago** on Saturday 14 and **Kansas City** on Monday 16 before culminating in **San Francisco**. Even after the tour is over this unique project will journey on, with a documentary and a book coming soon.

Station to Station, from September 6-28 2013, from New York to San Francisco.