



## *A Greener New York City*

### **Theme Brief**

LVMH Moët Hennessy Louis Vuitton is committed to authenticity, creativity, craftsmanship, excellence, elegance, sustainability and luxury. Our products, and the cultural values they embody, blend tradition and innovation, and kindle dream and fantasy. As the world leading luxury group, we uphold fundamental principles that reflect our mission. Striving to be creative and innovative while aiming for product and business excellence, LVMH celebrates passion and determination, promoting entrepreneurship and a thirst for greatness within all endeavors.

LVMH is committed to promote sustainable development and a green *art de vivre*, realizing that luxury is born from the hands of man, where it works to exalt nature in its purest and most beautiful form.

LVMH Moët Hennessy Louis Vuitton in partnership with American Composers Orchestra is pleased to announce the commission of an original composition that reflects the sound, feeling and vision of “A Greener New York City.”

This composition will capture the vibrancy of hundreds of neighborhoods within the five boroughs, recalling the daily drum of life.

New York City is a *mélange* of sound, and truly is a city that never sleeps. It is at the forefront of a green revolution, committed to preserving and improving its inimitable topography and way of life. Densely populated and culturally diverse, its five boroughs are traversed daily by millions in a zigzag of work and play. With a goal of limiting emissions and a commitment to sustainable energy, the City is swiftly moving into the 21<sup>st</sup> century consciousness by limiting automobile traffic, creating bike lanes, preserving and reclaiming park spaces, and encouraging its inhabitants to stop and enjoy the exceptional beauty of a city millions have come to call home.

Every day the City offers new sounds and new sensory experiences; concerts, street fairs, parades, and rallies bring people together. Underneath the towering buildings, a real community flourishes, celebrating life and chance encounters.

A “Greener New York City” would be a model for a brighter, more sustainable, greener world, cultivating the *art of living* for all.