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PRESS RELEASE

CREATION OF THE “CENTRE POMPIDOU ACCÉLÉRATIONS” ENDOWMENT FUND: AN UNPRECEDENTED MEETING BETWEEN ARTISTIC CREATION AND THE CORPORATE WORLD

“The Centre Pompidou spirit also involves a new approach to sponsorship: making a commitment, sharing creation and fostering life together through emotion and reflection.”

Serge Lasvignes, President of the Centre Pompidou

The Centre Pompidou Accélérations Endowment Fund came about through a meeting between the institution and various companies wishing to start up an original dialogue with the art world, teams and audiences of the Centre Pompidou. These firms all share the conviction that a commitment to and dialogue with today’s artistic creation is essential to build tomorrow’s world.

Faithful to the vision of Georges Pompidou, who was keen for modern art to be seen and appreciated by as many people as possible, this partnership with the Centre Pompidou revolves around four fundamental dialogues:

- A theme chosen by the Endowment Fund from various suggestions made by the Centre Pompidou. As the main idea behind the programme, this theme will explore key issues in culture and society.
- A summit on 14 and 15 September 2018 at the Centre Pompidou, bringing together professionals in the research, science and economic spheres, artists, creators, CEOs and organisations from all over the world around the theme chosen for the 2018/2019 season: “the power of emotion”.

- A series of artists' residences lasting several weeks (2018/2019) within the Endowment Fund companies. This dialogue between artistic creation and the economic world will take shape as a unique exchange between the artists and the company's teams and stakeholders, because every artist will be creating a work based on "the power of emotion".
- A thematic exhibition staged at the Centre Pompidou in October 2019. This will feature the works the artists produce for the companies, and will be on show to the public for three months.

This innovative approach to sponsorship, which creates a dialogue between the Centre Pompidou, the corporate world and the art scene, fosters societal thinking and the exploration of ideas essential for living together, capturing the emergence of contemporary art and deepening our knowledge of it. Through art and creation, the Centre Pompidou assists these key economic players in the transformations and innovation issues they constantly face, responding to their need to tap into the creative principle.

TEN SPONSOR COMPANIES

The Endowment Fund rallies ten companies* around the Centre Pompidou, represented by their CEOs. The idea is for them to develop this ground-breaking experience and bring it to life within their walls.

The first eight signatories to the creation of this Fund are:

- AXA; Thomas Buberl, CEO
- CDiscount; Emmanuel Grenier, CEO and Marie Even, General Secretary and Vice-President of the Endowment Fund
- ENEDIS; Philippe Monloubou, Chairman of the Board of Directors
- Neuflyze OBC; Laurent Garret, Chairman of the Board of Directors and Vice-President of the Endowment Fund
- Orange; Stéphane Richard, Chairman and CEO
- SNCF Logistics; Alain Picard, CEO
- TIGF; Dominique Mockly, CEO
- Tilder; Matthias Leridon, CEO and President of the Endowment Fund

Matthias Leridon, elected President of the Centre Pompidou Accélération Endowment Fund, is the CEO of the communication consultancy firm TILDER. A keen collector of African contemporary art, he is also the co-chairman of the NGO *African Artists for Development*. He has initiated numerous initiatives supporting contemporary creation within and outside France.

Laurent Garret, elected Vice-President of the Centre Pompidou Accélération Endowment Fund, is Chairman of the Board of the Neuflyze OBC bank, a subsidiary of ABN AMRO. He is a great patron of the Ministry of Culture through his former commitment to the arts of the image and their wider distribution via his corporate foundation: the Neuflyze OBC photograph collection, which is now a reference in the art scene.

Marie Even, elected Vice-President of the Centre Pompidou Accélération Endowment Fund, is the General Secretary of C Discount: the first company in France to make cultural products available to a wide range of people. CDiscount is keen to discover new talents and make contemporary creation more widespread, particularly through digital technology.

* The Endowment Fund is administered by a governing board of ten members maximum, each representing a company sponsoring the Endowment Fund.

FROM THE CHOICE OF A THEME TO AN EXHIBITION: FOUR KEY STAGES

The Centre Pompidou and the ten sponsor companies will make a commitment to a series of two-year seasons, each with four stages:

- The joint choice of a theme;
- The organisation of a summit;
- The set-up of a cycle of artists' residences within companies;
- The staging of an exhibition by the Centre Pompidou.

FIRST SEASON: "THE POWER OF EMOTION"

Stage 1: Choosing the theme

The Centre Pompidou puts forward various suggestions, and the Endowment Fund chooses a theme designed to simulate thinking on major issues in culture and society.

"The power of emotion» is the theme chosen for the first season.

Why this theme?

Emotion is a crucial question in the 21st century because of three major transformations:

- scientific
- social
- technological

People are claiming the right to express emotion. This is establishing itself with unparalleled intensity in response to today's upheavals, sometimes ad nauseam through the social media. Factoring in people's emotions within a company is gradually changing the standard economic model based on rationale alone. At a period of rapid change, where innovation and excellence affect a company's performance, it has to take account of its players' emotional intelligence. The importance of this in the construction of results changes many aspects within a company: internally with employees and innovation departments, and externally with products and communication services. Above all, talking about emotion reminds us that people are a core concern.

Stage 2: An international summit

An event staged at the Centre Pompidou – based on the theme of emotion for the 2018/2019 season – brings together professionals in the research, science and economic spheres, artists, creators and more.

Envisaged as a workshop for reflection and dialogue leading up to the exhibition, the summit is designed to foster a new form of expression through artistic performance, round tables, keynotes, digital dialogues and exchanges with the public on the theme chosen.

Stage 3: Artist's residences

Each sponsor company will host an artist, chosen from several names put forward by the Centre Pompidou curators. The artist in residence is invited to produce a work there based on the season's theme, thus triggering a hitherto unexplored dialogue within the very heart of the company, which resonates with the employees.

Ten artists – ten different forms of emotion:

The artists chosen by the Centre Pompidou and then picked by the companies are all very different. The only thing they have in common is a feeling for the sensitive. They are in direct contact with our society. Each one builds a world and devises a method. Rather like go-betweens for feelings, they all see their projects in terms of exchanges and relationships. They come from different backgrounds. Their media are highly varied – painting, sculpture, the Internet, photography, video – and convey the state of current creation and the involvement with our society sought by each artist.

Stage 4: A thematic exhibition

A thematic exhibition will be devised in October 2019 by the Centre Pompidou's curators. This will feature the works produced in the companies, and will be on show to the public for three months.

“Emotion is very often a key aspect of the interaction between a work and its viewers, and a driving force essential to any project. It is seen as an exchange, a relationship, a go-between. Because in the end, it's no accident that emotion and locomotion share the same etymology. It is the vital energy that communicates movement and can take it in new directions.”

Bernard Blistène, Director of the Musée National d'Art Moderne

A catalogue containing articles, reports on the summit/seminar and the art project will be published on this occasion.