



**ART EXPLORA**



**Press Kit**  
**May 2021**

## A word from Frédéric Jousset

# “Rising to the challenge of opening up arts and culture to as many people as possible”

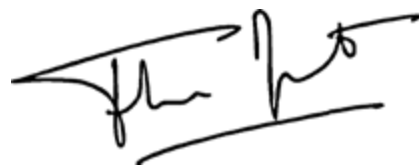
Whether it's a school trip to a museum, a theatrical production, a concert, a church icon, reading a book or something else, so many of us remember that feeling of excitement at discovering the wonders of human creation, and of intrigue at contemplating our shared humanity. Art is an incredible source of personal enrichment. By taking an interest in arts and discovering different works of art, you are enriching your vocabulary, diversifying your interests, sharpening your judgement, becoming more socially at ease and opening yourself up to others.

In order to succeed in its task of acting as a link between different people, culture must be as widely accessible as possible. Despite the undeniable progress made since the days of André Malraux and the initial steps in bringing culture to the people, large swathes of the population are shunning arts and cultural venues. Geographical, financial and social barriers are stopping them from doing so. However, all across the world, we are seeing just how essential it is to smash down this cultural divide, as it can lead to people becoming inward-looking and can cause identity reflexes.

By creating Art Explora, we are saying that not all is lost and that we want to rise to the challenge of opening up arts and culture to as many people as possible.

Art Explora is hoping to bring something new to the table and turn things upside down by trying to bring museums to their visitors rather than trying to bring visitors to museums. This international foundation with no fixed base sets out to meet people and supports artists from all over the world who would like to share their vision of tomorrow's world. This unconventional and innovative foundation harnesses the full potential of digital technologies. As part of an inclusive approach, it operates as a collaborative platform, which is open to any well-intentioned initiatives and any partnerships.

Art Explora intends to steadfastly commit to a gradual yet challenging project, as reaping the rewards of this cultural ambition requires persistence and perseverance. We are not aiming to set up another museum, but instead help museums that already exist to promote and welcome new artists and, above all, welcome new audiences.



Frédéric Jousset

After graduating from HEC Paris in 1992 (he currently chairs the HEC Alumni network), in 2000, **Frédéric Jousset** co-founded Webhelp, which has become a global leader in managing customer relationships. He is very passionate about art and culture, and is actively involved in the cultural world. In particular, he chaired the board of directors of the *École Nationale Supérieure des Beaux-Arts de Paris* (Paris National School of Fine Arts) from 2011 to 2014, is a board member of the *École Nationale des Arts Décoratifs* (National School of Decorative Arts), and has been a board member of the Louvre since 2016.

**Frédéric Jousset** is a *Chevalier de l'Ordre National du Mérite* (Knight of the French National Order of Merit), a *Commandeur de l'Ordre des Arts et des Lettres* (Commander of the French Order of Arts and Letters), and a *Chevalier de la Légion d'Honneur* (Knight of the French National Order of the Legion of Honour).



# Art Explora Manifesto

**Art is everywhere:** in theatres and museums, but also in our streets, our public spaces, and on our screens.

**Art in all its forms** has never been so close at hand.

**And yet, art still only appeals to the same audiences,** to insiders who already know what makes it so essential.

**But it should involve us all.**

Because experiencing art makes us stronger and offers us so much.

**It makes us dream,** raises questions, and opens up paths of understanding.

**Together, art and artists** help ideas to evolve and societies to progress.

**They allow us to better understand the world,** others, and ourselves.

**Art makes us better.**

**It is so powerful** that we must all be able to experience it.

**Driven by this belief,** we created Art Explora.

**We are a community of enthusiasts** determined to bring everyone to art.

And to enable us all to enjoy everything it has to offer.

# Agenda

**Art Explora — 6**

**The community of volunteers — 8**

**Projects aimed at artists  
and institutions — 10**

Art Explora “Artist Villas” — 10

Support for artists — 16

The Art Explora — Académie des beaux-arts European Award — 18

**Projects aimed at the general  
public — 22**

The MuMo x Centre Pompidou mobile museum- 22

Art Explora Academy:  
the digital platform for discovering  
art history — 24

Short Story Dispensers — 26

Scholarship program  
“Passport for the Master’s” — 28

The Dubai World Expo — 30

**The 2021 calendar — 32**

**The Art Explora team — 33**

**Partners — 34**

**Contacts**



# ART EXPLORA

With an awareness of how art can initiate dialogue and discussions, bring us together and make us stronger, in November 2019, French entrepreneur and patron of the arts Frédéric Jousset created Art Explora, a digital international charitable foundation with no fixed base.

Reviving the commitment of bringing culture to the people, Art Explora aims to reduce the cultural divide, in particular, by harnessing digital technologies and roaming initiatives open to all, in order to bring works of art to new, large and diverse audiences for the first time, all while supporting the creation of contemporary art and cultural institutions. By creating Art Explora and the ArtNova investment fund, Frédéric Jousset is now fully dedicating himself to cultural pursuits. Even though they are completely separate from each other, the two organisations share the same objective of reaching out to new audiences for culture. Boasting a € 100-million endowment, ArtNova is the first investment fund focussing on the cultural and creative industries. Each year, it pays out half of its profits into the capital of the second organisation, Art Explora, which has € 4 million of permanent capital. This funding will be used to support a very wide range of projects, with the common mission of sharing culture with as many people as possible.



JR, 28 Millimètres, Women Are Heroes, Action dans la Favela Morro da Providência, Favela de Jour, Rio de Janeiro, 2008. © www.jr-art.net

## Art Explora's founding values are:

### 1# Sharing artistic experiences with as many people as possible, everywhere

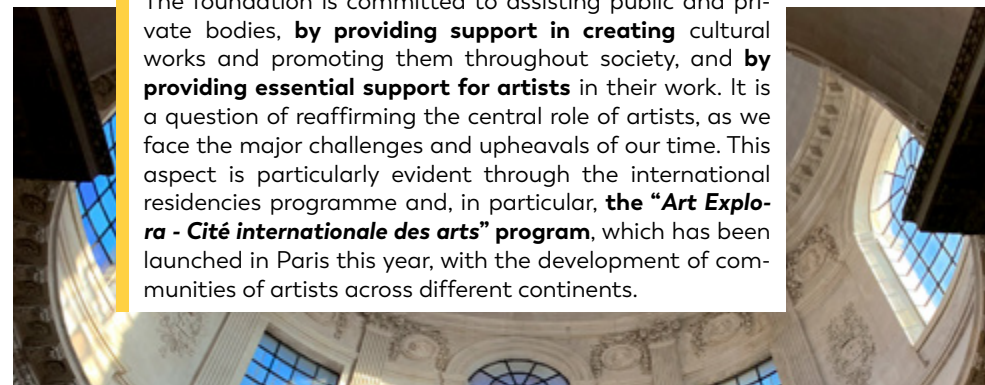
This approach is hugely reflected in the foundation's roaming project, which sets out to bring works of art to brand-new wider audiences. **As a result, Art Explora has joined forces with the MuMo (Mobile Museum) project and the Centre Pompidou to create a new museum truck, which will hit the road in France in 2022.** Digital technologies also lie at the heart of each of Art Explora's initiatives, in particular, **the digital platform for discovering art history, which will be available to everyone** and is expected to go online in September 2021.



© Sylvia Tempesta

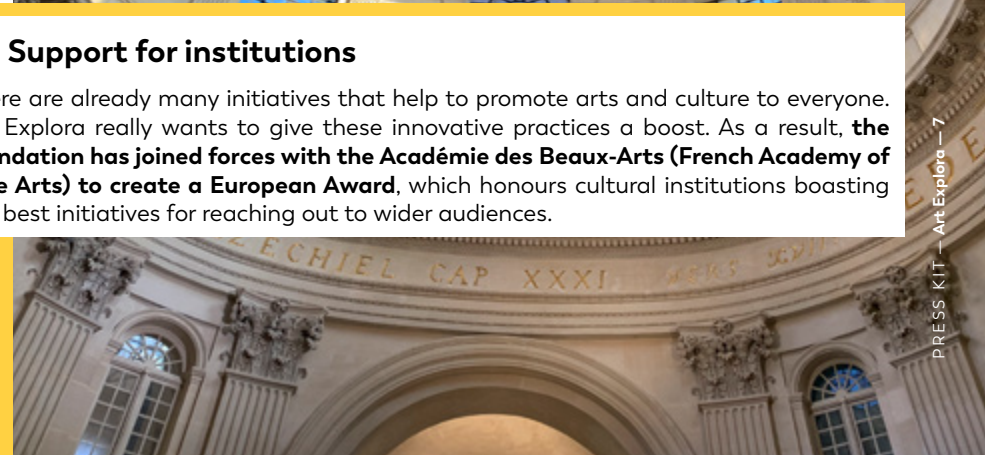
### 2# Support for contemporary art

The foundation is committed to assisting public and private bodies, **by providing support in creating** cultural works and promoting them throughout society, and **by providing essential support for artists** in their work. It is a question of reaffirming the central role of artists, as we face the major challenges and upheavals of our time. This aspect is particularly evident through the international residencies programme and, in particular, **the "Art Explora - Cité internationale des arts" program**, which has been launched in Paris this year, with the development of communities of artists across different continents.



### 3# Support for institutions

There are already many initiatives that help to promote arts and culture to everyone. Art Explora really wants to give these innovative practices a boost. As a result, **the foundation has joined forces with the Académie des Beaux-Arts (French Academy of Fine Arts) to create a European Award**, which honours cultural institutions boasting the best initiatives for reaching out to wider audiences.



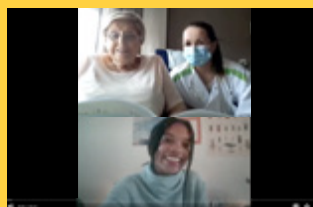
# THE COMMUNITY OF VOLUNTEERS

In order to take real action to reach out to everyone, Art Explora has a large network of volunteers to roll out and boost its initiatives across France and Europe.

The foundation currently has more than 700 volunteers who provide support to various projects, in particular by:

- Helping to promote the **Art Explora - Académie des Beaux-Arts Award** each year, by helping to boost its profile among European cultural institutions. Ten volunteers are also selected to sit on the prize's preselection jury. The jury is tasked with assessing and selecting approximately twenty entries to submit to the final jury.
- Testing the **future Art Explora Academy digital platform** in order to improve the user experience. These tests will continue until the scheme launches in September 2021.
- Taking part in the **"Allô Miró"** initiative, which involves reading a text on a work of art or on an art-history topic to care-home residents over a videocall. This initiative was launched in February 2021 in order to remotely mobilise volunteers throughout France.
- Helping to organise the network of volunteers across all regions and to discuss launching local projects.

Finally, Art Explora is keen to build relationships between its community members. As a result, the foundation holds **a large volunteer get-together each year**.



© Sophie Crepy



# PROJECTS AIMED AT ARTISTS AND INSTITUTIONS



## Art Explora “Artist Villas” programmes

Art Explora développe en France et à l'international des programmes de Villas d'artistes dont l'objectif est de soutenir la création contemporaine et de renforcer les échanges entre les artistes, les territoires et tous les publics. Art Explora is putting together “Artist Villas” programs in France and abroad, which set out to support contemporary art and strengthen ties between artists, regions and the general public.

### The “Art Explora - Cité internationale des arts” residency program in Paris

Art Explora has established a partnership with the Cité internationale des arts, in close collaboration with the city of Paris, to co-construct a biannual residency program for international artists and researchers in Montmartre, just a stone's throw from the Sacré-Cœur.

The “Art Explora - Cité internationale des arts” residency program offers the possibility for artists and researchers to carry out research and creation work in the heart of Paris, in connection with the French artistic and professional scene. It encourages creation in

all its forms while facilitating its distribution to the general public. Outreach to all audiences, including the most remote, and the encounter with artists will play an important role in this program, in line with Art Explora's global mission.

This program is part of the residencies of the Cité internationale des arts, one of the most important of its type in the world. The Montmartre site, which is owned by the city of Paris, is managed by the institution since 1971. The Cité internationale des arts develops on this site residency programs in about 40 studios surrounded by a large wooded garden. Willing for a long-term commitment, the Art Explora foundation signed a 10-year partnership. In addition to the residency program co-constructed with the Cité internationale des arts, Art Explora has invested 1.2 million euros for the refurbishment of 10 studio-accommodations in order to create 8 artists' studios and a new common room opened to all the residents that will facilitate collaboration, sharing and dialogue among artists. This renovation, while respecting the existing facilities, has been designed to offer the artists the best working conditions. Special attention has been provided to the environmental aspect of the renovation.

About twenty residents will be selected every year to participate in two programs:

- a **6-month SOLO** residency program for artists
- a **3-month DUO** program designed for a collaboration between a researcher and an artist

Both programs are open to artists and researchers of all nationalities, with no age limit, who can justify a minimum of five years of professional activity. The eligible artistic disciplines are visual arts, performing arts, digital art and the areas of research are the humanities, social sciences, sciences, technological innovation and sustainable development, art criticism and exhibition curating.

**The goal is to select profiles that explore tomorrow's world and which take into account the social and environmental issues of our societies.**

Every year, residents who meet the requirements will be chosen by an international committee consisting of 6 renowned professionals from the artistic and cultural sector. This selection committee will evolve over the years.

### FOR EACH RESIDENT:

A **studio-accommodation** of approximately

**50 sq. m**

A **grant for living expenses** of

**1000 €** per month

A **production grant** of up to

**3000 €**



# The 2021 edition

990 applications from 68 countries were received. The selection committee chose 25 residents from around the globe to join the SOLO and DUO programmes, as part of the 2 sessions for 2021.

The first session will run between March and August 2021, and the second will run between September 2021 and February 2022.

The selection committee comprises international members:

**Vinciane Despret**, philosopher of sciences, professor at Liège University and the Free University of Brussels (Belgium)

**Christine Macel**, general curator for heritage, head of the Contemporary Art and Prospective Creation Department at the Mnam Pompidou Centre (France)

**Hans-Ulrich Obrist**, artistic director of the Serpentine Galleries in London (United Kingdom)

**Nataša Petrešin-Bachelez**, interdependent exhibition curator, editor and art critic, in charge of cultural programming at the Cité internationale des arts

**Philippe Vergne**, director of the Serralves Museum of Contemporary Art (Portugal)

## ARTISTS FOR THE FIRST SESSION, from March 2021 to August 2021

- SOLO** — **Brook Andrew**, Australia, project "Alternative perspectives"\*
- **Mohssin Harraki**, Morocco, project "Image interdite/image manquante"
- **Hamedine Kane**, Mauritania, project "Trois Américains à Paris"
- **Maya Minder**, Switzerland, project "Green Open Food Evolution"
- **Sara Ouhaddou**, France, project "Des Autres"
- **Fátima Rodrigo Gonzales**, Peru, project "Vital infrastructures"\*
- **Dineo Seshee Bopape**, South Africa, project "Vibe: Sa lerole ke kosha"
- **Charwei Tsai**, Taiwan, project "Touching the Earth"\*
- **Akram Zaatari**, Lebanon, project "Father and son"
- DUO** — **Maarten Vanden Eynde & Oulimata Gueye**, Belgium & Senegal, project "Ars Memoriae"
- **Mélanie Pavy & Sophie Houdart**, France, France, project «Fukushima : reprises»

© Manjari Sihare, Damian Rosellen, Jutta Benzenberg, Jutta Benzenberg, Alexandre Silberstein, Yohann Cozard, Jean Pierre Sageot, Media Collective

## Artists for the second session

from September 2021 to February 2022

### SOLO



**Chino Amobi**  
USA, project "EROICA VOL.II"



**Rina Banerjee**  
India, project "In the most foreign of gardens grows Democracy"



**Nicholas Grafia**  
Germany, USA & Philippines, project "Channel X-onev"



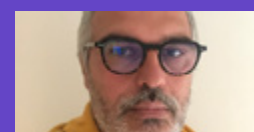
**Liz Johnson Artur**  
Germany, project "Collecting Evidence"



**Adriana Lara**  
Mexico, project "Red social"



**Anri Sala**  
France & Albania, project "If Wishes Were Horses Beggars would Ride"



**Tomo Savic-Gecan**  
Croatia & the Netherlands, project "Untitled 2021"



**Ramaya Tegeghe**  
Switzerland, project "36 chambres par jour"



**Achraf Touloub\***  
France, project "Une fenêtre pour UN monde"



**Natsuko Uchino**,  
Japan, project "Hospitalité et réensauvagement, projection d'un paysage éco social : champignonnière, laboratoire de fermentation, revue du jardin archipel"



**Stéphane Verlet-Bottéro\***  
France, project "Small grains cosmology"

\* Due to the Covid-19 pandemic and the related restrictions, **Fátima Rodrigo, Charwei Tsai** and **Brook Andrew**, who had been selected for the first session of the 2021 residencies, have had to push back taking part until 2022. **Achraf Touloub** and **Stéphane Verlet-Bottéro**, who had been selected for the second session, have joining us instead in the first session.

### DUO



**Monica Narula & Raqs Media Collective**  
India, project "Who's more human, then?"

We are very happy with the success of this first call for projects and with the quality of the artists selected by the committee, who come from a wide variety of geographical areas, generations and disciplines. Their projects question today's societal, scientific and environmental issues and reveal a different view of the world. The wealth of the profiles, the sharing of ideas and the openness that we hope for during these residencies will enable the intersection of viewpoints and a questioning of tomorrow's world. The foundation will support the artists on a daily basis and will set up specific programs to enlarge audiences through the experience of this magical and symbolic place, notably by working with associations, schools and so-called "prevented" audiences

**Blanche de Lestrangé,**  
Artistic Director of Art Explora

## The support and events programme

The "Art Explora - Cité internationale des arts" residency programme has an outward-looking focus. Regular events are held between artists, professionals from the art world, charity beneficiaries and also members of the public from a wide range of backgrounds. These discussion sessions are followed by a visit to the artist's studio and aim to bring together often disparate worlds. This programme is available with a very wide range of charities, such as:

### # Môm'artre

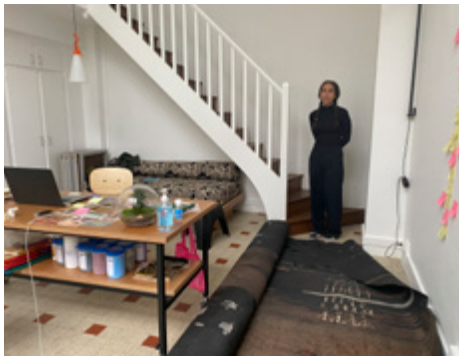
which offers arts-based child-care schemes for children in poorer neighbourhoods;

### # Chemins d'avenir

which supports primary and secondary school pupils away from large cities;

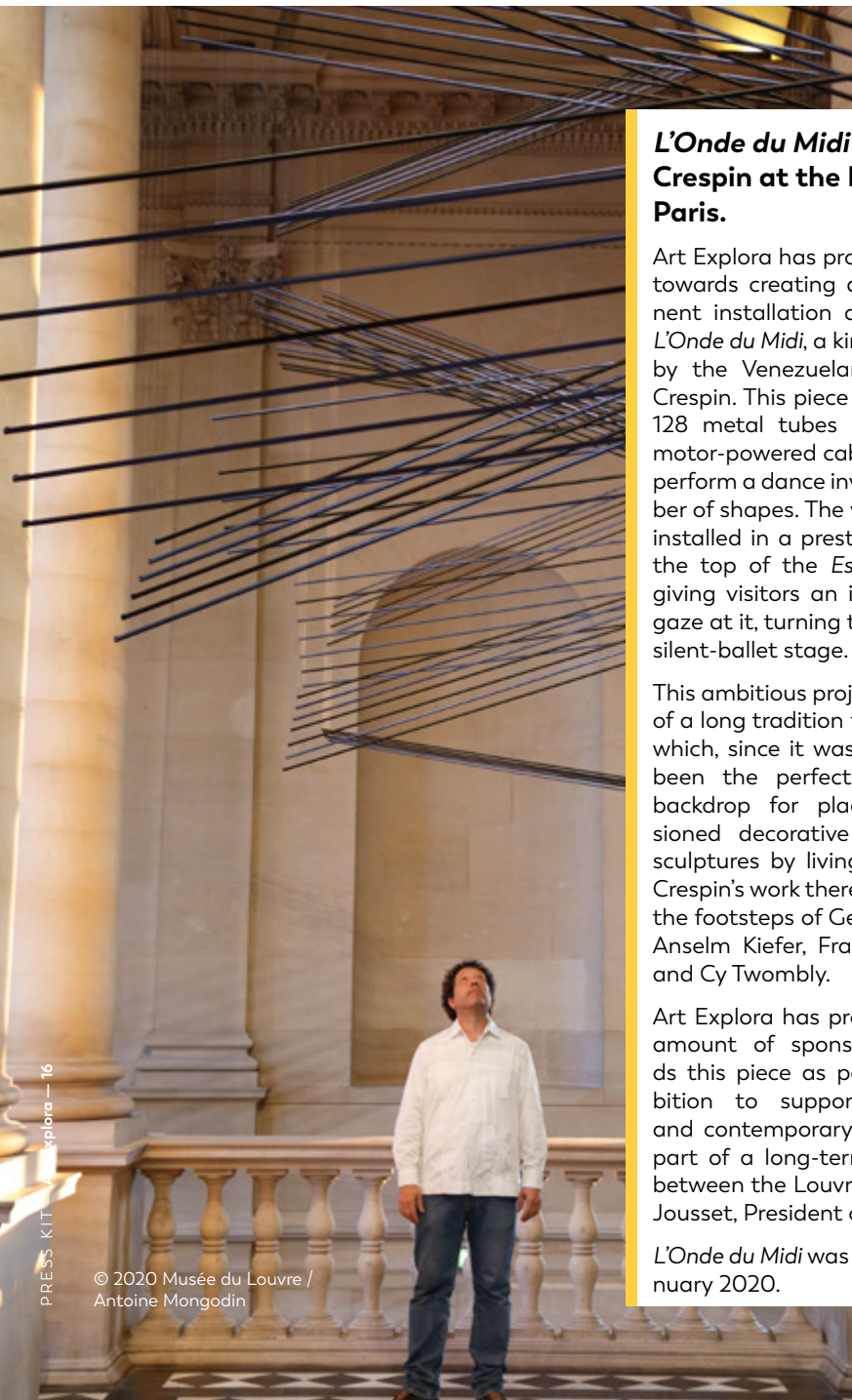
### # Les Ateliers Médicis

which is striving to throw the spotlight on the diverse new artistic voices which are helping to bring together artists and residents.





## Support for artists



### ***L'Onde du Midi* d'Elias Crespín at the Louvre, Paris.**

Art Explora has provided support towards creating a new permanent installation at the Louvre, *L'Onde du Midi*, a kinetic sculpture by the Venezuelan artist, Elias Crespín. This piece is made up of 128 metal tubes hanging from motor-powered cables, which will perform a dance involving a number of shapes. The work has been installed in a prestigious spot at the top of the *Escalier du Midi*, giving visitors an ideal space to gaze at it, turning the area into a silent-ballet stage.

This ambitious project forms part of a long tradition for the Louvre, which, since it was founded, has been the perfect architectural backdrop for placing commissioned decorative paintings or sculptures by living artists. Elias Crespín's work therefore follows in the footsteps of Georges Braque, Anselm Kiefer, François Morellet and Cy Twombly.

Art Explora has provided a large amount of sponsorship towards this piece as part of its ambition to support institutions and contemporary art. It is also part of a long-term partnership between the Louvre and Frédéric Jousset, President of Art Explora.

*L'Onde du Midi* was unveiled in January 2020.

### **The "JR: Chronicles" exhibition at the Saatchi Gallery, London.**

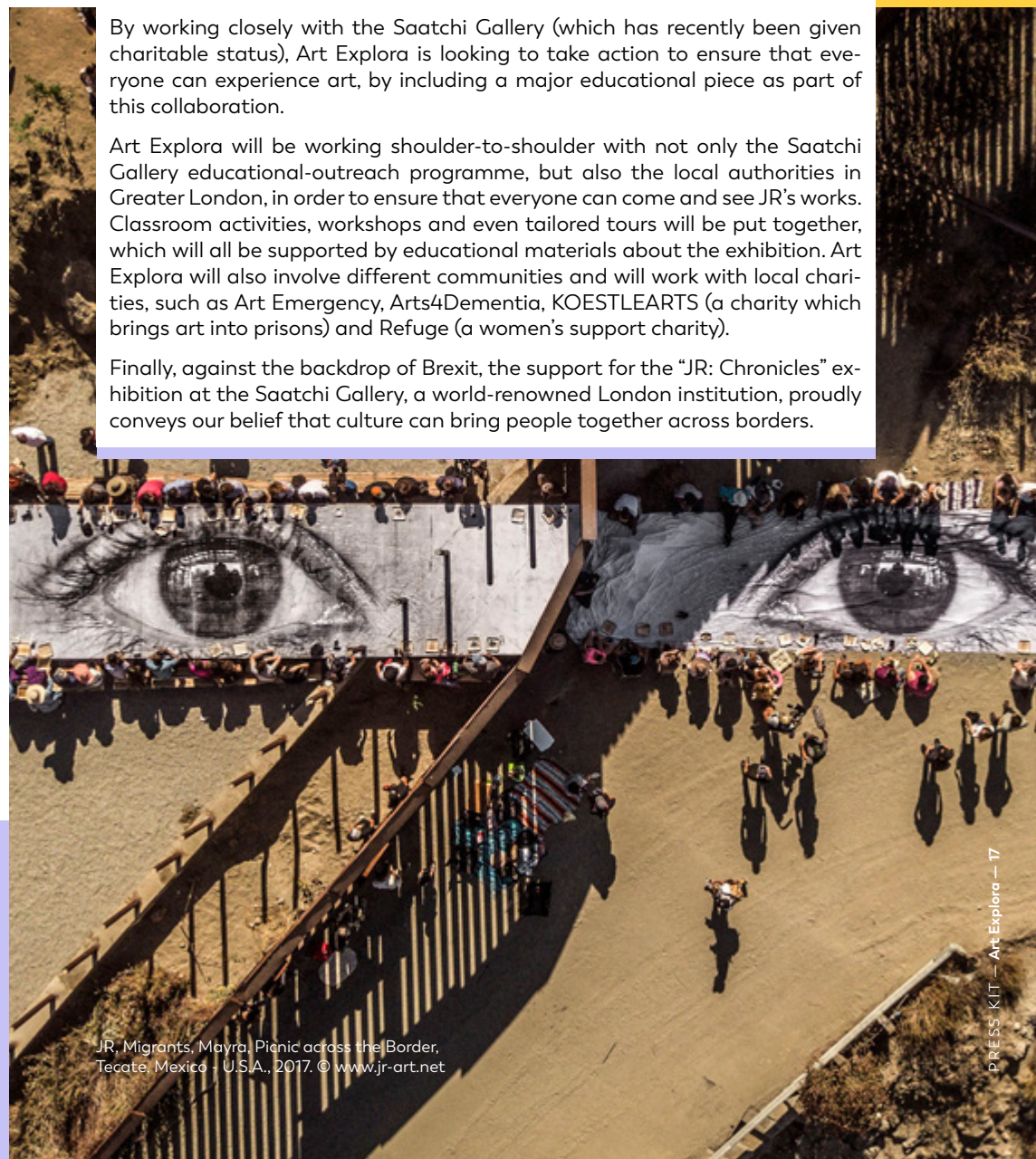
"JR: Chronicles" is the largest solo exhibition on the french artist JR, which spotlights some of his most iconic projects over the past 15 years and opens at the Saatchi Gallery in London on 4 June 2021.

Art Explora has chosen to team up with this exhibition and JR because his highly engaged and human approach sits perfectly alongside the foundation's mission and vision.

By working closely with the Saatchi Gallery (which has recently been given charitable status), Art Explora is looking to take action to ensure that everyone can experience art, by including a major educational piece as part of this collaboration.

Art Explora will be working shoulder-to-shoulder with not only the Saatchi Gallery educational-outreach programme, but also the local authorities in Greater London, in order to ensure that everyone can come and see JR's works. Classroom activities, workshops and even tailored tours will be put together, which will all be supported by educational materials about the exhibition. Art Explora will also involve different communities and will work with local charities, such as Art Emergency, Arts4Dementia, KOESTLEARTS (a charity which brings art into prisons) and Refuge (a women's support charity).

Finally, against the backdrop of Brexit, the support for the "JR: Chronicles" exhibition at the Saatchi Gallery, a world-renowned London institution, proudly conveys our belief that culture can bring people together across borders.



JR, Migrants, Mayra, Picnic across the Border, Tecate, Mexico - U.S.A., 2017. © www.jr-art.net

## The Art Explora - Académie des beaux-arts European Award



The Art Explora - Académie des beaux-arts European Award was launched in 2020 with the aim of **making it easier for everyone to access arts and culture**. The prize, which under the patronage of the Ministry of Culture, sets out to give a real boost to innovative projects by public or private European cultural institutions to reach out to new audiences and, in particular, audiences that are less familiar with cultural institutions. These projects include digital innovations, off-site initiatives, integration initiatives for disabled people, new workshops and “cultural awakening” events for little ones.

The 3 winning projects will enjoy greater exposure, through the development of platform for exchanging ideas and operational support in bringing them to life. **In 2020, 3 prizes were awarded: € 80,000 for 1<sup>st</sup> prize, € 50,000 for 2<sup>nd</sup> and € 20,000 for 3<sup>rd</sup> prize.**

The first edition of this award was a huge success, **with 350 applications from 20 European countries**, including from several major institutions.

The 3 winners were chosen from an official shortlist of 23 projects, selected by a preselection committee partially made up of Art Explore volunteers.

**A book will be published during the spring that will focus on the 1st edition of the award.**

It will throw the spotlight on the 23 finalist projects for 2020, including the 3 winners, and will highlight the major trends identified among the 350 entries submitted. This book will also be seen as a tool for professionals from the sector to get in touch with each other and discuss joint projects.

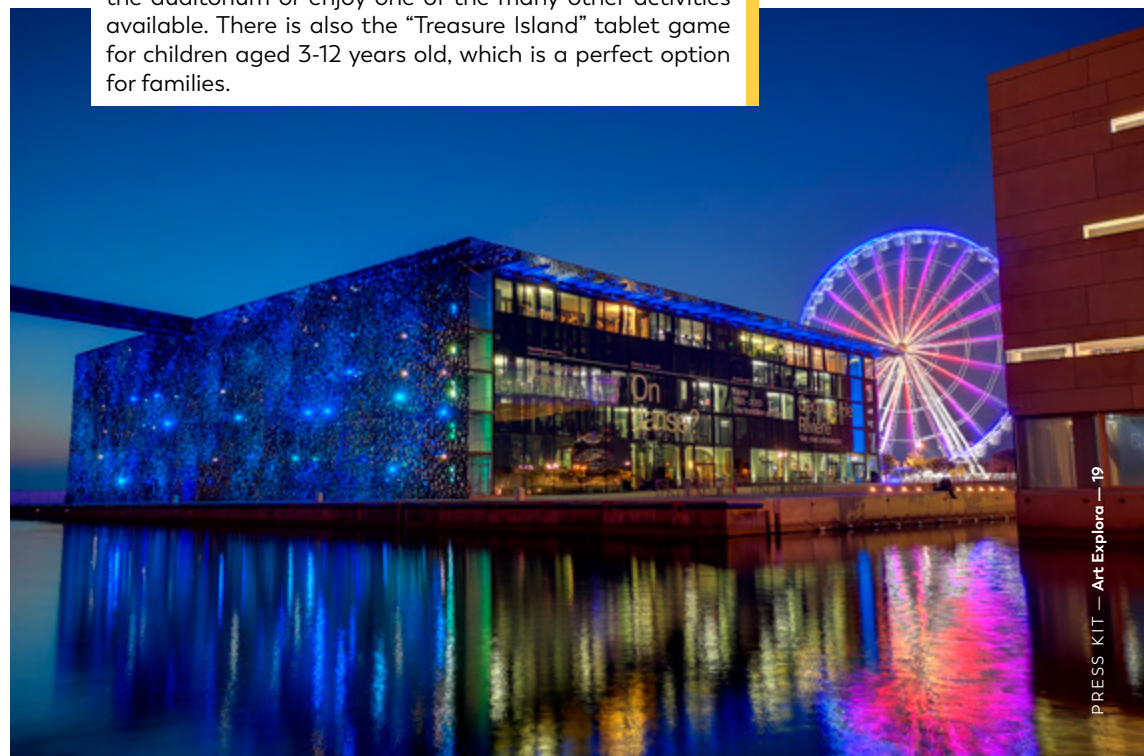
## The awarded projects of the first edition:

### #1<sup>ST</sup> PRIZE

**Mucem - Museum of Civilisations of Europe and the Mediterranean (Marseille, France)**  
for the *Destination Mucem* project

The first iteration of *Destination Mucem* will be launched when the museum reopens. Every Sunday, a heritage bus painted in the Mucem’s colour will travel along one of the 4 established routes between Marseille’s various suburbs and the museum, on a rotating basis. While on route, for approximately 45 minutes and across 4 to 5 stops, passengers will enjoy a workshop put together by a theatre company, based around the theme of travel and expeditions. This workshop will include both activities linked to what passengers can see through the bus windows, but also, as you would expect, to the bus’ destination, the Mucem.

When they arrive at the museum, many options are available to the passengers. They can, of course, visit the exhibitions, but they can quite simply take a stroll through the gardens of Fort Saint-Jean, enjoy incredible panoramic views of the city and the sea, have a family picnic, take part in children’s workshops, go to a show, watch a film in the auditorium or enjoy one of the many other activities available. There is also the “Treasure Island” tablet game for children aged 3-12 years old, which is a perfect option for families.



## #2<sup>ND</sup> PRIZE

**Thyssen-Bornemisza National Museum (Madrid, Spain)**  
for the *Versiona Thyssen* project

The Museo Nacional Thyssen-Bornemisza's initiative will be rolled out in 4 parts over 2021. Each part will encourage young artists to reinterpret the museum's works in their own style and then share them on social media. The best reinterpretations will be honoured during a prize-giving ceremony. The format will be identical to previous years, with organisers hoping to try and get artists from outside Spain involved.

The dates for the four different parts of the 2021 initiative are as follows:

- **Edition 1: April**
- **Edition 2: June**
- **Edition 3: September**
- **Edition 4: October**



© Peligro Sanchez



## #3<sup>RD</sup> PRIZE

**The National Gallery (London, United Kingdom)**  
for the *Jan Van Huysum Visits...* project

In 2021, the National Gallery is planning to send Jan van Huysum's *Flowers in a Terracotta Vase* (1736-1737) out on tour. This 18<sup>th</sup> century painting will make appearances in six new unusual venues across the United Kingdom, with the goal of promoting wellbeing, particularly among groups that have been hardest hit by COVID-19. The National Gallery is working with various cultural and social partners for this project. The project will get underway as soon as Covid-19 restrictions allow.



## The 2021 “Art Explora – Académie des beaux-arts” Award

This year, three €50,000 prizes and one €10,000 audience choice prize will be awarded in order to boost projects designed to reach wider audiences: digital innovations, off-site activities, inclusion of people with disabilities, new mediation methods, cultural awareness for young people, etc. Applicants are invited to apply in one of the following three categories, based on their establishment's patronage in 2019:

**Catégorie 1:** Institutions receiving fewer than 100,000 visitors per year

**Catégorie 2:** Institutions receiving between 100,000 and 500,000 visitors per year

**Catégorie 3:** Institutions receiving over 500,000 visitors per year\*

\*The visitors numbers that will be taken into account are those of year 2019.

### FOR THE 2021 EVENT, THE JURY WILL CONSIST OF:

- **Diane Drubay**, founder of We Are Museums
- **Tatyana Franck**, director, Elysée Museum, Member of the board PLATEFORME 10
- **Adrien Goetz**, doctor in Art History and Academician
- **Fabrice Hyber**, artist and Academician
- **Frédéric Jousset**, president of Art Explora
- **Catherine Meurisse**, comic book author and Academician
- **Laurent Petitgirard**, permanent Secretary of the Académie des beaux-arts
- **Anna Somers Cocks**, journalist, founder of The Artnewspaper
- **Marie-Cécile Zinsou**, president of the Fondation Zinsou

Applications are open until **October 1<sup>st</sup> 2021**  
>>> [www.artexplora.org](http://www.artexplora.org) <<<



ART EXPLORA



ACADÉMIE  
DES BEAUX-ARTS  
INSTITUT DE FRANCE

# PROJECTS AIMED AT THE GENERAL PUBLIC

## The Museum Truck

Art Explora has joined forces with the **MuMo (Mobile Museum)** and the **Centre Pompidou** to create a new museum truck, which will go on tour through France in 2022 and Europe in 2023. As part of this tour, there will be two themed annual exhibitions put together from works from **the national modern art museum - Centre Pompidou's** collections, but also in partnership with major European institutions.

“By offering a new way to view art, the MuMo enables children to see that museums can be places to have fun and discover things that you like. As a result, it is a perfect tool for bridging this social divide; it is part of the groundwork put in by schools to get children to bring their parents to museums.”

**A teacher from the Lamartine School**  
in Faches-Thumesnil (59)



## The MuMo

The MuMo was founded in 2011 by Ingrid Brochard to make modern and contemporary art accessible to people who feel isolated from it. This initiative targets schools, social bodies and medical social bodies, with the aim of helping to develop these individuals' imaginations, critical thinking and ability to work together.

**150 000**

visitors from 7 countries across Europe and Africa since its creation

**50%**

of the children who visited the MuMo had never been to a museum before

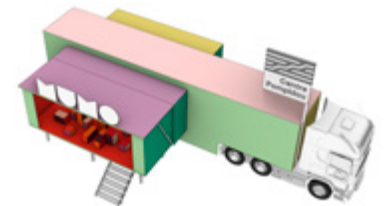
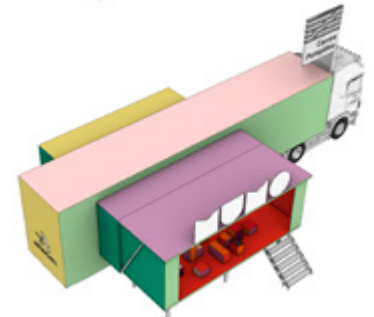
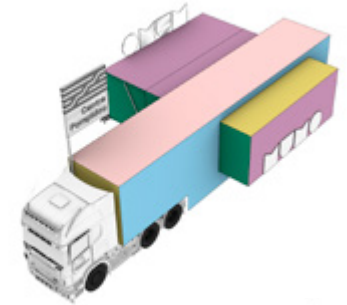
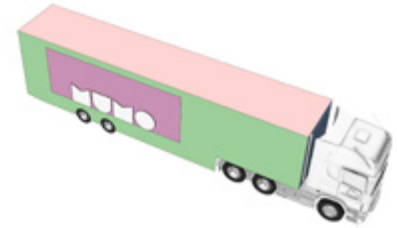
**50%**

of the stops were in villages with a population of fewer than 2,000 people or in districts where urban-improvement measures are in place



© Fanny Trichet

© Hérault Arnod Architectures



The **Hérault Arnod Architectures** group, working in collaboration with the artist **Krijn de Koning**, has been appointed to head up the project to design and build the future truck. This proposed truck will place the exhibited works centre stage. The truck has been dreamed up as a simple yet multifunctional tool, which can be used in a variety of ways across its three areas: the loggia terrace, the exhibition space and the alcove. It will take to the road from 2022.

This truck will be launched with the “Les animaux sortent de leur réserve” exhibition, which will bring together 25 masterpieces from the collection of the modern and contemporary art museum - Centre Pompidou. During spring 2022, it will travel to Île-de-France, Brittany, Nouvelle-Aquitaine and Auvergne-Rhône-Alpes.

Art Explora will provide the funding for building the museum truck and will mobilise its network of volunteers to develop content to go alongside the exhibitions and will also organise **meet and greet events with artists**. Finally, as digital innovation lies at the heart of Art Explora's ambitions, the foundation will produce **short videos** about the works being exhibited in order to make the experience accessible to everyone via digital technologies.



# Art Explora Academy: the digital platform for discovering art history

Working in collaboration with Sorbonne Université, Art Explora is developing a digital art-history platform, which everyone will be able to access.

This platform will be available in French and English and has primarily been designed to be used on smartphones or tablets. It combines innovative teaching methods and resources from a range of cultural institutions or public audiovisual services.

It will give users the chance to go on 11 journeys of discovery into art history, ranging from ancient Egyptian art to contemporary art, which have been endorsed by Sorbonne Université. Users will then be able to test their knowledge and get a certificate. These journeys of discovery can go in depth into a topic, thanks to the wide array of video or audio content on the platform, which can provide even greater insight on the key concepts of art history, based on each user's interests and preferences. Users are given personalised recommendations.

Access will be provided completely free of charge. All users will need to do is create an account in order to access the various content, track their progress and get their Art Explora certificate, which is validated by Sorbonne Université.

## The art-history journeys of discovery

The 11 journeys of discovery will cover the following topics:

Asian Arts

Egypt and Mesopotamia

Islamic arts

African arts

Arts from the Americas

Ancient Greece and Rome

Middle Age arts

The Renaissance and the Enlightenment

19th century art

Modern and 20th century art

Contemporary art

## How each journey will unfold >

Each journey will be made up of 4 episodes, offering an experience which lasts approximately 40 minutes. Users will be able to stop and start up again as and when they please, in order to continue on their journey at their own pace.

Each episode will follow the following structure:

- 1 # A 1-minute video introducing the topic
- 2 # Very short texts and videos presenting 5 to 7 concepts
- 3 # a practice quiz

A final 12-question quiz will mark the end-point of the journey, giving users an opportunity to prove their knowledge and get their Art Explora certificate, which is validated by Sorbonne Université.

**It is expected to be launched in September 2021.**



## Short Story Dispensers

One of the main initiatives that Art Explora has wanted to get involved in has been setting up **5 Short Story Dispensers at the Armand Trousseau Children's Hospital**, which have been dreamed up and created by the publisher Short Edition. Operating within the outpatient wards at this children's hospital, these machines make life more pleasant for young patients and their parents. It will dispense short stories, as well as anecdotes about paintings and sculptures, written by Artips.

These Dispensers have been set up in the busiest wards or in wards where patients often have to wait for a long time. Art Explora volunteers will be on hand to help children and their families to discover these stories. The stories are available online at [artexplora.short-edition.com](http://artexplora.short-edition.com)



## Scholarship program “Passport for the Master’s”

Art Explora and the Fondation Sorbonne Université have teamed up to create the scholarship program “Passport for the Master’s” aimed at two students on a Master 1 course.

The students will be selected by a jury and, over the two years of their Master’s course. They will receive financial assistance and support from a tutor who has worked extensively in the arts and culture industry. By supporting this scholarship program, Art Explora is committing to giving students the opportunity to succeed in a sector that still seems, too often, inaccessible. A student’s personal circumstances should never stop them from achieving their full potential or academic excellence.

In 2021, two art history Master’s course students have been selected for the scholarship program. In order to help them to achieve their professional goals and maximise their prospects, **they will also receive support from a professional from the art world.** Accordingly, Juliette Singer, the Chief Curator at the Petit Palais Museum, will be their tutor, imparting the keys to success in order to prepare them for the professional world as effectively as possible by advising them, supporting them, guiding them and setting up regular meetings and discussion sessions with other figures from the world of art.

### THE 2021 WINNERS

**Melinda, 22 years**  
Haute-Saône

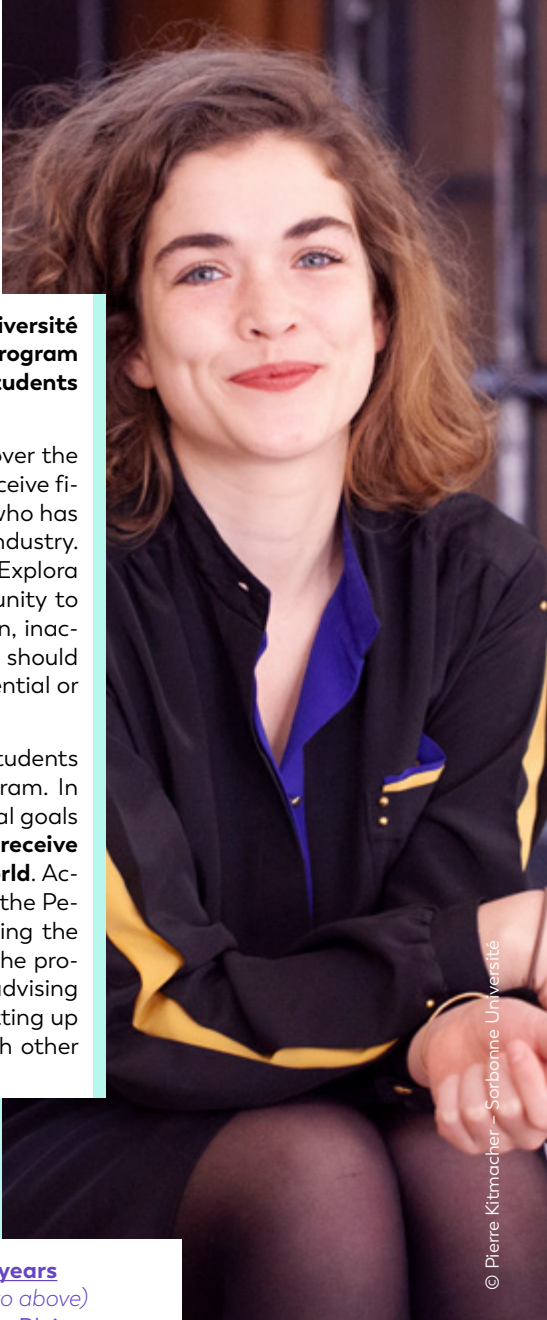
**Master 1 in Art History:  
creation, dissemination  
and heritage**

Undergraduate degree  
in Fine Arts, specialising  
in design

**Maÿlis, 22 years**  
(in the photo above)  
Bouches-du-Rhône

**Master 1 in Art History:  
creation, dissemination  
and heritage**

Undergraduate degree  
in art and archaeology  
Minor in cinema and  
audiovisual media



© Pierre Kitmacher - Sorbonne Université

“I’m so happy and proud to have been asked by Art Explora to be the tutor for two young women studying art history. I’ll do my utmost to support them, both with their studies and their career path, and with discovering more about themselves while on the course. Setting out your own path in such a complex world, with the challenges posed by Covid on top, is not an easy task at all and I’ll make every effort to give them a listening ear, advice and the most helpful contacts possible. As I also work with the Zellidja charity, which promotes solo travel for young people aged 16 to 20 years old, I’m really excited! Maÿlis and Melinda are really wonderful people and are very spirited and driven: I’m sure that I will learn a lot from my discussions with them too. I feel that Art Explora has chosen the best format by providing “tailored” support to these young adults, and by supporting art history, which is an incredible subject to study, but does not present very obvious job prospects. On this basis, I hope that I can help these two talented winners with my experience and impart some important knowledge to them, as they embark on their promising careers.

**Juliette Singer, Chief Curator**  
at the Petit Palais Museum and  
tutor for the scholarship program  
“Passport for the Master’s”



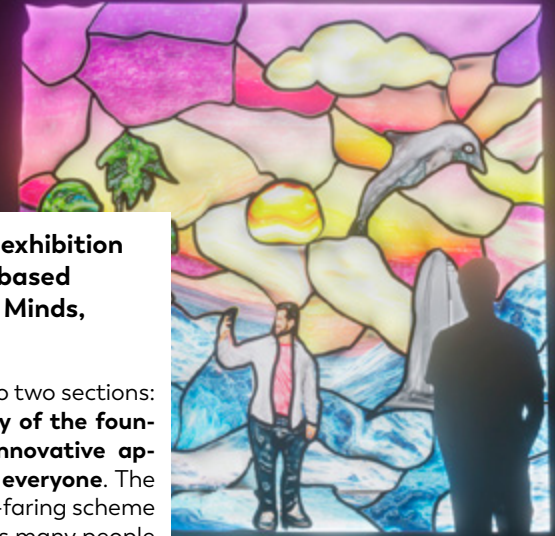
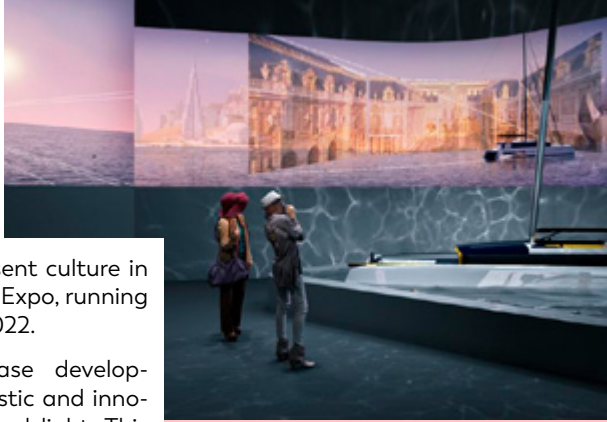
© Petit Palais

# The Dubai World Expo

Art Explora has been chosen to represent culture in the France Pavilion at the Dubai World Expo, running from 1st October 2021 to 31st March 2022.

France's representatives will showcase developments, innovation and art, and all artistic and innovative creations will be focussed around light. This overarching theme has been in place since the project was launched, such as in the architecture of the Pavilion itself, in the permanent exhibition (with the involvement of Art Explora, in particular) and in the temporary exhibitions. The Pavilion will also set out to display France's commitment towards developing the building methods of the future via political, economic, cultural and social initiatives and measures.

As a result, Art Explora will represent French art and creation, and will present various features that combine artistic performances and innovations.



## #1 Involvement in the permanent exhibition and in developing the Planet Art, based around the theme of "Connecting Minds, Creating the Future".

The Art Explora area will be divided into two sections:

- On one side, **there will be a display of the foundation's flagship projects using innovative approaches to opening culture up to everyone.** The name and principles of this new sea-faring scheme for opening up arts and culture to as many people as possible will be officially unveiled in Paris in September and then in the France Pavilion in Dubai.
- On the other side, **there will be a huge interactive installation by the French artist Neil Beloufa, working in collaboration with Ebb Studio and produced by Bad Manners.** Visitors will be filmed and footage of them will instantly be added to the projected work.

© Neil Beloufa & Ebb studio

## #2 The arts programme:

- On the 12 outdoor screens in front of the France Pavilion, Art Explora will display **images by 6 French artists** during the city themed week, running from 29<sup>th</sup> October to 11<sup>th</sup> November 2021. **These works will also be displayed in public areas in Paris and in Dubai at iconic sites visited by huge numbers of people at the same time.**
- Art Explora will also broadcast **videos by artists about the environment, one of the major themes of the World Expo.** The screening will be put together in partnership with local institutions, away from the World Expo. The program and the names of the artists involved will be officially unveiled in September.
- Finally, the foundation will organise **artistic performances** as part of major events at the World Expo, such as a performance by **Cecilia Bengolea and François Chaignaud in collaboration with Marseille National Ballet**, during France Day on 2<sup>nd</sup> October 2021.

The France Pavilion's exhibitions and events programme will also be **available online free of charge.**

  
**ART EXPLORA**

  
**FRANCE**  
EXPO 2020 DUBA



# 2021 Art Explora agenda

May 17<sup>th</sup>

**Call for entries** for the 2021 Art Explora - Académie des Beaux-Arts European Award

June 4<sup>th</sup>

The **“JR: Chronicles”** exhibition opens at the Saatchi Gallery in London  
September:

- The residents for the **2<sup>nd</sup> session of the “Art Explora - Cité internationale des arts” artist-residency program** arrive
- **The digital art-history platform** goes online
- Call for entries for the **2022 “Art Explora - Cité internationale des arts” artist-residency program**

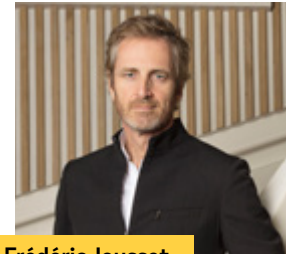
October 1<sup>st</sup>

**The World Expo** opens in Dubai

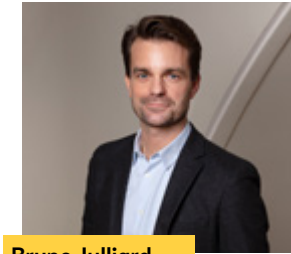
December

**The Art Explora - Académie des beaux-arts Award Ceremony**

## The Art Explora team



**Frédéric Jousset**  
President



**Bruno Julliard**  
General delegate



**Blanche de Lestrang**  
Artistic director



**Agnès de T'Serclaes**  
Chief operations officer



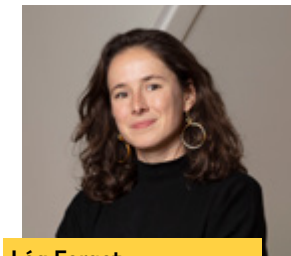
**Anne Lehut**  
Head of programs  
and visitors manager



**Philippe Rivière**  
Head of digital strategy



**Maider Larrauri**  
Head of international  
development



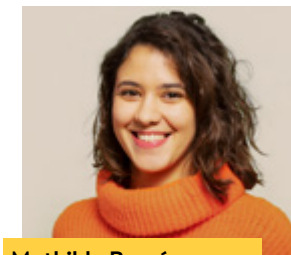
**Léa Forget**  
Head of communication



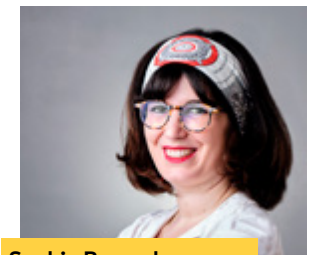
**Laure de Moussac**  
Head of volunteers network



**Anouk Couturier**  
Artistic project manager



**Mathilda Bossé**  
Digital project manager



**Sophie Besombe**  
Digital communication  
manager

# Partners

## Skills-based sponsorship



### Roland Berger

Showcasing excellence and supporting talents are the two pillars that guide Roland Berger's commitment. Rooted in this spirit, the firm accompanies those who work on the ground to shape a better world.

Roland Berger has chosen to put its greatest asset, its human capital, at the service of Art Explora. This collaboration combines the world of the arts and the world of strategy consulting to support a cause that is essential for society: disseminating art and culture to reach as many people as possible, especially audiences far apart from the cultural field. Through their work and involvement, Roland Berger consultants are supporting the Art Explora teams in the deployment of numerous innovative projects shaping the Foundation. Roland Berger is involved in their key initiatives from the support of volunteers to the development of a digital platform and the first floating digital museum.

As a committed European player, Roland Berger is proud to nurture this partnership with Art Explora. Serving art and culture in Europe and beyond means building bridges, initiating dialogue and bringing people together around works of art. Showcasing excellence, particularly in the cultural sphere, means giving societies the means to reinvent themselves and take up new challenges –together.

## Institutional partners



### Cit  internationale des arts

The Cit  internationale des arts is an artists' residency that brings together creators, in the heart of Paris, in the Marais or in Montmartre, and allows them to develop a production or research project in all disciplines for periods of two months to one year.

The residency gives the opportunity to meet more than 300 artists of all generations, nationalities and disciplines, and to dialogue with French and international professionals of the art world.



### Acad mie des beaux-arts

The Acad mie des Beaux-Arts is one of the five academies that make up the Institut de France. It promotes artistic creation through all forms of expression by holding competitions, awarding prizes each year, funding artist residencies, providing grants and working to uphold French cultural heritage. In order to fulfil these roles, the Acad mie des Beaux-Arts manages its assets, which are made up of gifts and bequests, but also large cultural foundations, such as the Mus e Marmottan Monet in Paris or Claude Monet's House and Gardens in Giverny. As per its statutes, the Acad mie includes 63 members and 63 correspondents from 9 different artistic disciplines, as well as 16 foreign associate members.



### Centre Pompidou

Since 1977, the Centre Pompidou has constantly been tightly bound up within city life and has always been open to the world and innovation. Its iconic building is home to the richest collection of modern and contemporary art in Europe (one of the two largest in the world), as well as exhibitions, conferences, festivals, shows, screenings and workshops for little ones. Its hugely varied programme of events, which combine different disciplines and appeal to all kinds of different people, bring in more than 3.5 million visitors each year.

In keeping with its open-minded spirit and its desire to make arts and culture accessible to as many people as possible, the Centre Pompidou is also developing long-term regional initiatives, involving exhibitions, loans and sustained partnerships with local authorities. Its expertise and know-how, which are well-known both in France and abroad, make it an unparalleled institution, with galleries in Paris, Metz, Malaga, Brussels and Shanghai.



### MuMo

The MuMo (Mobile Museum) was founded by Ingrid Brochard to make contemporary art accessible to people who feel isolated from it, by sharing artistic and aesthetic experiences across France's regions.

After an initial version was built in a container in 2011, a second roaming museum was created in collaboration with the designer Matiali Crasset in 2017 in order to display works from the public collections in rural and suburban areas. A third museum truck, the MuMo x Centre Pompidou, will soon be constructed as part of a collaboration between the MuMo, the Centre Pompidou and Art Explora, which will travel around France and Europe. Since 2011, 150,000 visitors across the world have come to visit the Mobile Museum. 50% of the children who visited the MuMo had never been to a museum before.



### Sorbonne University Foundation

The Sorbonne University Foundation contributes to the development and success of Sorbonne University. It acts in favor of the national and international attractiveness of the university, the full mobilization of its community and its graduates, and an increased synergy with the economic world.

Projects supported by the Sorbonne University Foundation are at the center of its fundraising campaign "Welcome to the Future". Launched in 2018, the fundraising campaign aims to raise 100 million euros by 2022 to make Sorbonne University a key player in the contemporary world, with the range of expertise needed to understand the major issues of society and to develop concrete answers.



### The France Pavilion at the Dubai World Expo

At the Dubai World Expo, France will highlight its innovations, talents and assets, and the France Pavilion will serve as a stunning showcase of French excellence and savoir-faire.

The ambition of the France Pavilion is to unleash its visitors' inspiration: to bring out ideas, desires, and emotions, to generate involvement, to embody innovations. An expression of the wish for progress, innovation and creation, the visitor experience revolves around light. This unifying theme has been present since the genesis of the project, both in the Pavilion architecture and in its exhibitions – including Art Explora – with light as a source of progress and inspiration to rethink our world as the Lumi res did over 200 years ago.

The ambition of the Pavilion during the Dubai World Expo is also to highlight France's commitment to building our shared future via political, economic, cultural and social initiatives and actions. Thus, the France Pavilion has designed its six-month presence around twelve themed fortnights, which are based on the 17 Sustainable Development Goals established by the UN.



**ART EXPLORA**

## Contacts

### **Art Explora**

Léa Forget

Head of communication

[lea.forget@artexplora.org](mailto:lea.forget@artexplora.org)

### **Claudine Colin Communication**

T. +33 (0) 1 42 72 60 01

France – **Chiara Di Leva**  
[chiara@claudinecolin.com](mailto:chiara@claudinecolin.com)

International – **Thomas Lozinski**  
[thomas@claudinecolin.com](mailto:thomas@claudinecolin.com)

