



PHILANTHROPIC
ARSMOIA
PARTAGER
LES
ARTS



PHILANTHROPIC

ARSONOVA




A MISSION:
SHARING THE ARTS
WITH AS MANY PEOPLE AS POSSIBLE

Although the cultural offering is increasingly significant in some areas, **inequalities in access to the arts** persist for a variety of reasons, whether geographical or socio-economic.

In light of this, the Philanthropic ArsNova endowment fund was initiated by the Champagne Taittinger company to promote the arts as a foundation of identity that is **essential to the fulfilment** and **uniqueness** of each individual, and thus give future generations the opportunity to **develop through culture**.

This fund helps to **accelerate cultural openness** and **artistic education** for audiences who do not always have access to it.



AN AMBITION: TO SUPPORT THE CULTURAL OPENING OF 3 TYPES OF ARTS

The fund promotes awareness of culture through the **beautiful** and the **good** through:

- Culinary Arts
- Visual Arts
- Performing Arts.

By celebrating the arts in a **joyful, inspiring** and **sincere way**, ArsNova invites encounters and discoveries through a family-friendly and uninhibited approach.

Its actions are intended to be developed and amplified thanks to the generosity of other patrons.

PHILANTHROPIC ARSNOVA, THREE POLES OF CULTURAL OUTREACH ACTIVITIES



CULINARY ARTS

Promoting excellence and sharing the pleasure of healthy, sustainable and accessible food.



PERFORMING ARTS

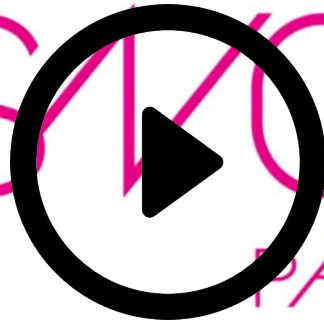
Stimulating wonder by promoting access to music and dance as a breeding ground for fulfilment.

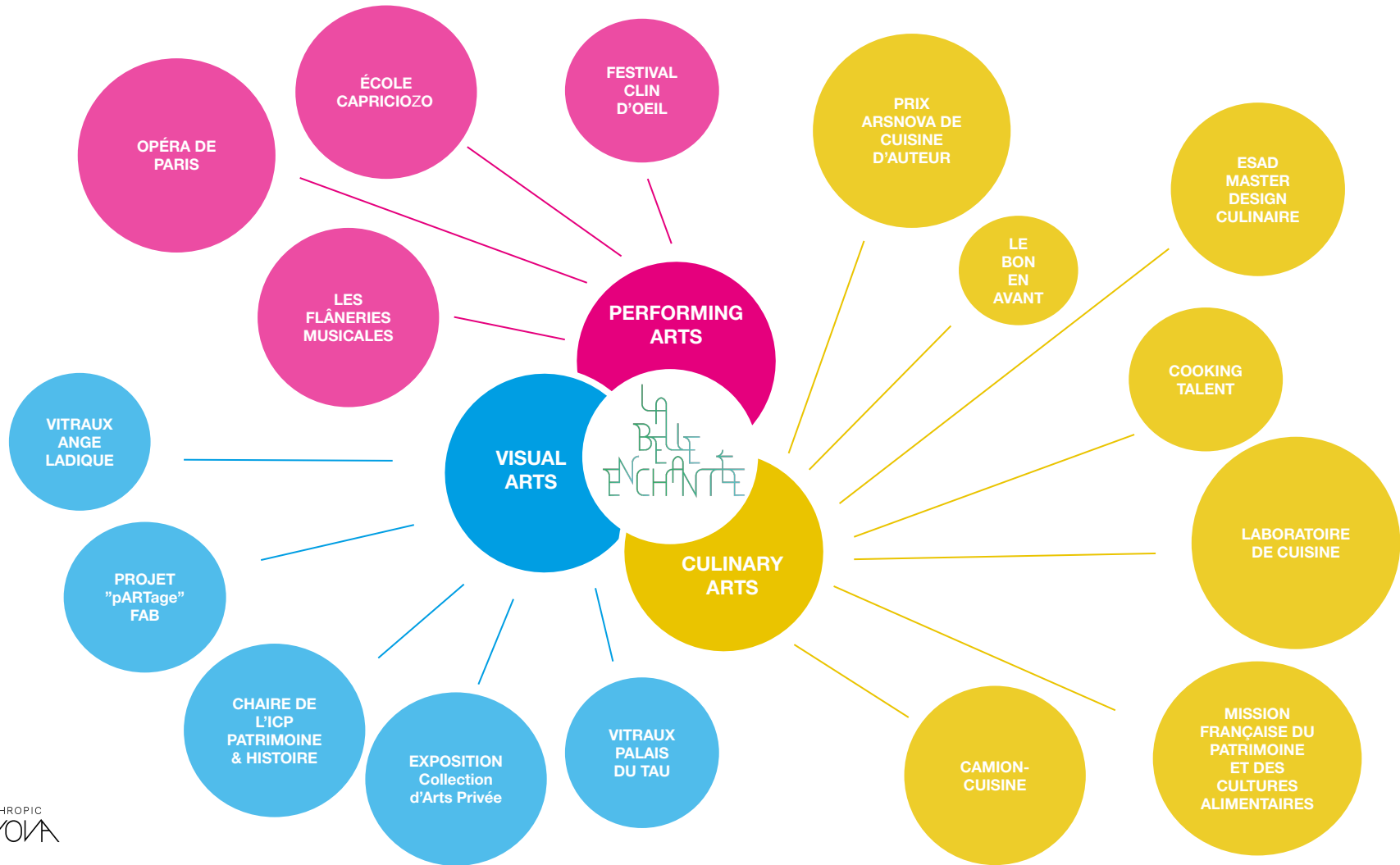


VISUAL ARTS

Preserving and promoting awareness of the cultural heritage and supporting contemporary creativity.

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CULINARY ARTS: 3 FLAGSHIP PROJECTS

Prix International ArsNova de Cuisine d'Auteur

Formerly known as *Le Taittinger*, this award has been recognising the excellence of chefs for 58 years through a competition and a final organised around a flagship product in nine countries.

Chefs are also invited to participate in the projects of the Culinary Arts division to promote healthy, sustainable food that can be shared with as many people as possible.

The food-truck

This lorry, fully equipped with household goods, goes out to meet people who do not always have access to healthy and sustainable food.

Professionals offer them participatory and educational cooking workshops with the aim of passing on simple and easy-to-reproduce recipes, and recreating social ties around the table.

Support for the ESAD in Reims

Specific support for the Master's in Culinary Design at the Ecole de Design in Reims. Students work all year on the theme of the ArsNova Signature Cuisine Prize.

They create an inspirational mood board for the candidates and the centrepieces for the gala dinner of the final.



PERFORMING ARTS: 3 FLAGSHIP PROJECTS

Paris Opera

ArsNova sponsors the Paris Opera Academy's artistic and cultural outreach programmes, aimed in particular at schoolchildren, pupils from disadvantaged conservatories, hospital patients and student apprentices.

At the same time, ArsNova enables beneficiaries of associations to enjoy performances and visits to the Opera Garnier or Bastille.

Flâneries musicales of Reims

For 35 years, this festival has combined classical music with Reims' heritage and welcomes more than 20,000 spectators every year.

In particular, ArsNova supports the SING'IN project, which offers singing workshops in schools, particularly in rural areas and priority neighbourhoods of the city, prior to a big show.

Music school Capriciozo in Reims

The aim of this school is to teach and develop different forms of musical expression (workshops, individual and group instrumental practice, musical awakening, musical training, chamber music, etc.) for audiences that are often excluded from this type of activity.

The children also benefit from invitations to shows in Reims.



VISUAL ARTS: 3 FLAGSHIP PROJECTS

Project pARTage

This project introduces children accompanied by associations to the FAB Paris fine arts exhibition. The aim is to demystify art, to put the emotion it provides back at the heart of the discovery, and to introduce them to the concept of art collecting.

Each child chooses a favourite work and then presents it to a jury of personalities from the art world.

The Heritage & History of the Middle Ages Chair

This chair, created by the Institut Catholique de Paris, aims to offer a better understanding of the rich medieval heritage of the Champagne region, which has been little explored until now.

This research will also be shared with schoolchildren and the general public, in order to spread this ancestral culture to as many people as possible.

Restoration and creation of stained glass windows

ArsNova funded the restoration of an angel created by Lalique in the church of Saint-Nicaise.

ArsNova is also funding the creation of a contemporary stained-glass window in the chapel of the Palais du Tau (future Museum of the Coronations of Reims), via the Fondation du Patrimoine.



THE ENCHANTED BEAUTY



La Belle Enchantée (“The Enchanted Beauty”) is a residence at 44 Boulevard Lundy in Reims which will become in 2025 a **place**, a **tool** and a **resource**, embodying the **spirit of the Fund**.

This family home will be a center of **creation**, **culture**, **experience** and **encounters** centred on historical and cultural heritage and contemporary creation.

It will host **exhibitions** by private collectors to provide access to **intimate and uninhibited art**, as well as **residencies** for the visual, culinary and performing arts.

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