PHILANTHROPIC

ARS NOVA

PARTAGER LES ARTS



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 d**evelop through culture**.

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

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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

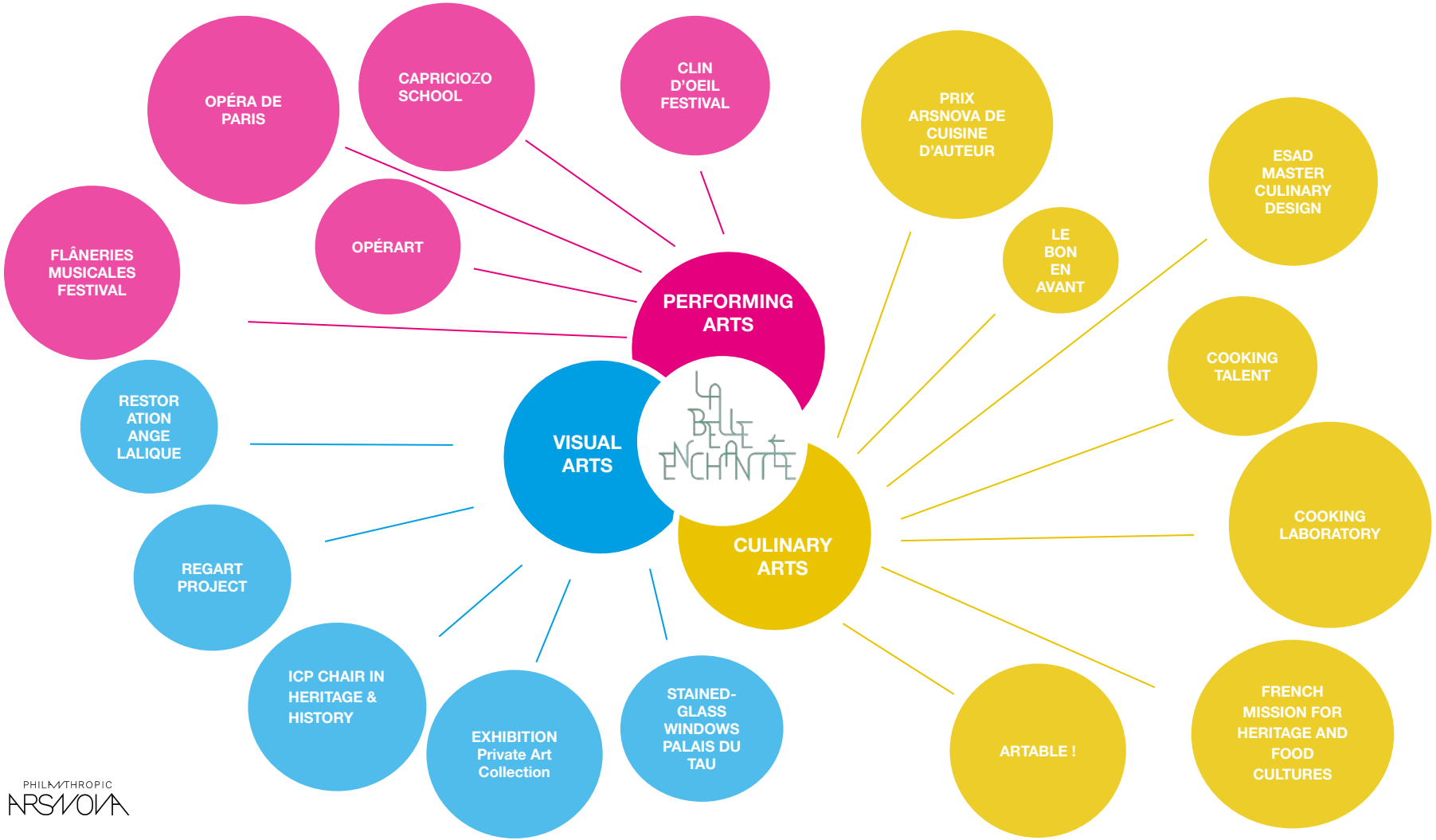
Stimulating wonder by promoting access to music and dance as a breeding ground for fulfilment.



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.

ArTABLE !

This annual program, sponsored by Michelin-starred chef Georgiana Viou, promotes healthy and sustainable eating.

Through cooking workshops, foraging, meetings with chefs, and a traveling kitchen truck that visits beneficiaries, it recreates connections around the table with simplicity and delicious food.

Support for the ESAD in Reims

Special support for the Master's in Culinary Design at the Reims School of Design. Students work throughout the year on the theme of the Prix ArsNova for Signature Cuisine.

In particular, they create an inspirational mood board for the contestants, a themed exhibition presented at La Belle Enchantée, as well as the centrepieces for the gala dinner at the final.



PERFORMING ARTS: 3 FLAGSHIP PROJECTS

The Paris Opera & the OpérART programme

Sponsorship of the Opéra de Paris' artistic and cultural outreach programs. At the same time, ArsNova enables beneficiaries from associations to enjoy shows and tours.

An annual programme designed to introduce people to opera and ballet offers a variety of regular activities (presentations, videos, tours, talks, performances, etc.) to members of several organisations.

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

RegART programme

This annual program introduces a group of young people to different art movements through educational packs, creative workshops and visits to exhibitions and museums (notably FAB Paris).

The aim is to demystify art, to put the emotion it generates back at the heart of the discovery, and to help young people make art part of their everyday lives, so that they can stand out from the crowd.

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 at the end of 2026 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.

WORDS FROM BENEFICIARIES

“I really appreciated having access to renowned musicians and an actor from the Comédie Française. It gives us access to a world that can be a bit elitist, especially when you're young.

The evening at the Opera did me a world of good! It was an enchanted interlude in a cruel world. You're not the same person after seeing such beautiful things. You forget all about life's difficulties.

I’d love to have another day like this, because I could draw before, but now I’ve really improved. I’ve learnt how to draw, and to make things and stories up. It was brilliant!”

When the organizers at the Palais suggested I go see the ballet *Play*, I was feeling shut in, tired, and in a bit of a funk. They insisted, and I'm glad I let them talk me into it. We go through some tough times, but moments like this make it all worthwhile. Every cloud has a silver lining...

I’m so proud of myself; I can’t wait to let my dad taste it – I think he’ll be proud.”



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