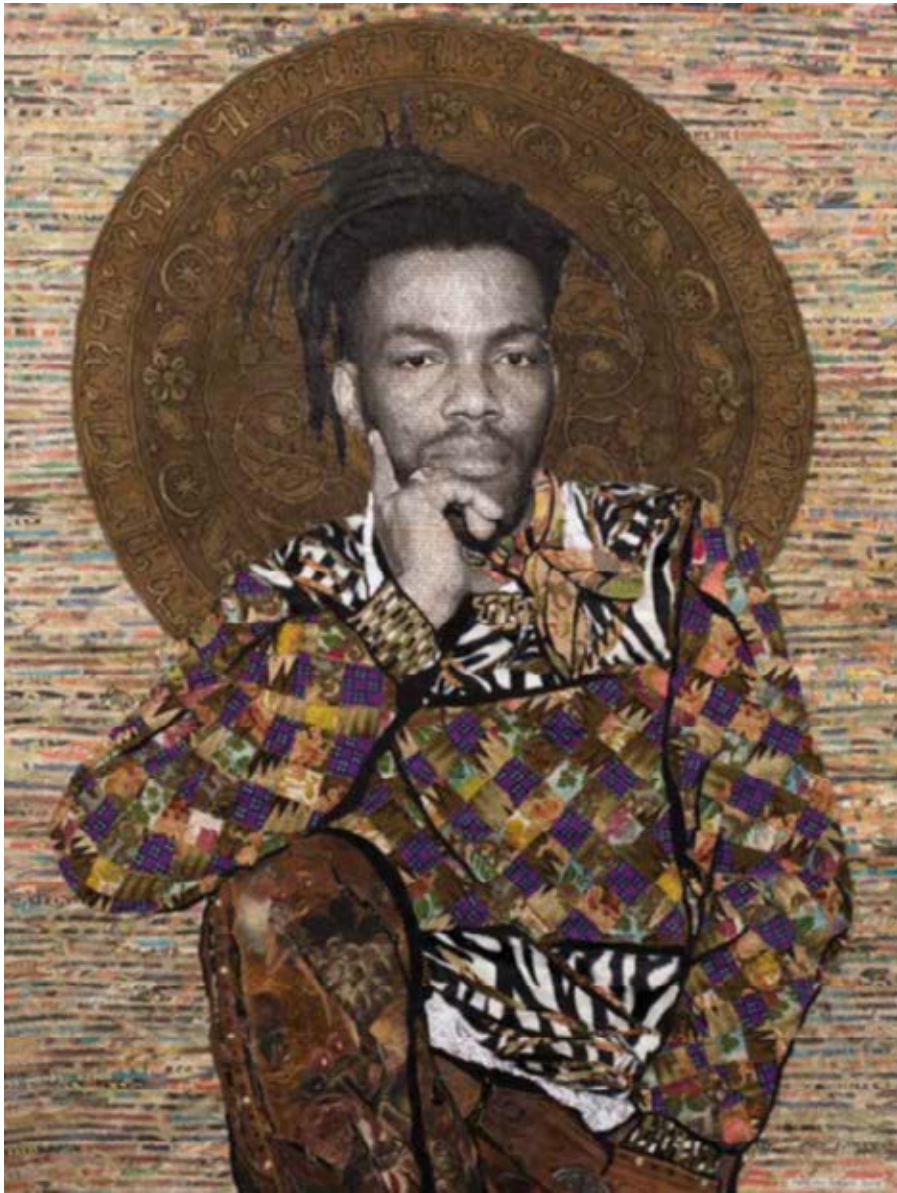


PRESS RELEASE
SEPTEMBER 2018



CONTEMPORARY ART COLLECTION SOCIETE GENERALE

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A PIONEER COLLECTION IN FRANCE

**WITH OVER 20 YEARS' COMMITMENT TO ARTISTIC CREATION
FROM 1995 TO 2018**

Alongside classical music, contemporary art is one of the two areas in Societe Generale group's cultural patronage policy. Launched in 1995, the Societe Generale Collection now contains more than 570 original works and 750 lithographs, editions and serigraphs, making it one of the most important contemporary art collections constituted by any bank in France. It was originally conceived both as a strong commitment to staff and to accompany the Bank's move from the historical centre of Paris to the new towers in the La Défense business district. With the aim of creating a resonance between the world of art and that of business by bringing artists and staff together around the common values of innovation and creativity, the Collection is on display in numerous areas of Societe Generale's head offices.

A COLLECTION DEDICATED TO ALL FORMS OF CREATION

The Collection is based on an eclectic concept: it does not favour any particular style or school but rather a diversity of themes, artists, and creative techniques. The Collection is organised into three areas:

_ **painting** - predominantly abstract - was the initial central theme, with artists such as Pierre Soulages, Pierre Alechinsky, Olivier Debré, Zao Wou-ki or Aurélie Nemours.

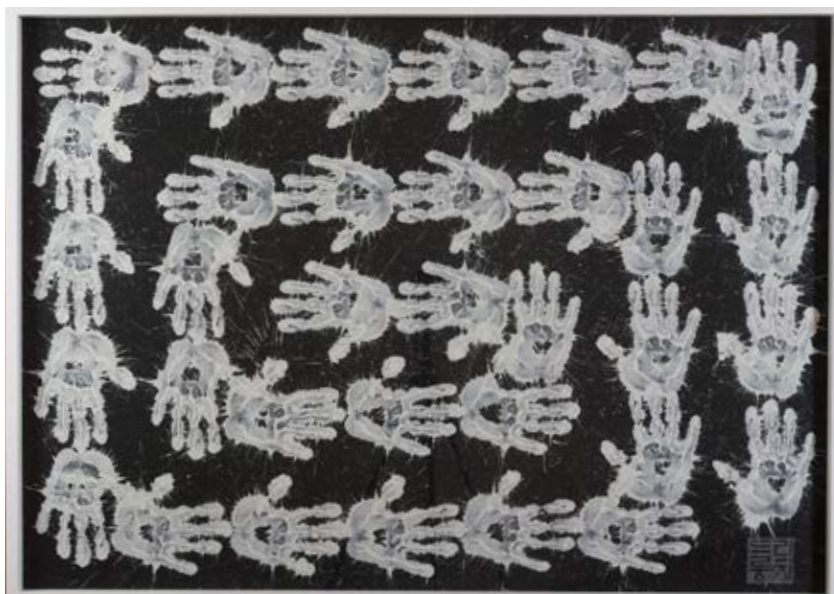
_ **sculpture** in three preferred materials - iron, bronze and stone – are also well represented, with works by Wang Du, Philippe Ramette, Karsten Konrad and Laurent Grasso.

_ **photography**, in particular of urban and natural landscape related themes, is present with artists such as Stéphane Couturier, Thomas Ruff, Luo Dan, Alain Bublex, and Vik Muniz.

A publication edited in 2018 presents a selection of the Collection's art works as well as the most recent acquisitions.

A WELL-STRUCTURED, SUSTAINABLE ACQUISITION POLICY

Societe Generale's Contemporary Art Collection has been developed thanks to the steadfast support of the Group's General Management. Every year, the acquisition policy is applied by a selection committee composed of experts from the art world alongside art enthusiasts selected from among the Group's staff and through an internal call for applications. Their proposals are then presented to the acquisition committee, made up of Frédéric Oudéa, Group Chief Executive Officer, Séverin Cabannes, Deputy Chief Executive Officer, and Caroline Guillaumin, Group Human Resources and Communication Director.



Richard Long, *Untitled*, 2010
White clay from China on black background, 104 x 144,5 x 6 cm
© ADAGP Paris 2018 – Courtesy Collection Societe Generale

2018 ACQUISITIONS

The guidelines for this year included a desire to complete the works of the Collection with established artists such as David Hockney or David Spoerri, the pursuit of the initial focus on abstract painting (Pablo Tomek or Zander Blom) and figurative artists (Friedrich Kunath), as well as the presentation of an international angle notably from Africa and Europe, with a selection of emergent and confirmed artists such as Omar Ba or Marion Boehm.



Daniel Spoerri, *Spoerri Restaurant: trap painting*, 1972
Mixed technique on wood under plexiglas, 70 x 70 x 25 cm
©ADAGP Paris 2018 – Courtesy Collection Société Générale



David Hockney, *Self-portrait III*, March 20th 2012
Drawing on iPad print on paper, 94 x 71 cm



Zander Blom, *Untitled (1.753)*, 2015
Oil on linen, 260 x 198 cm

2018 ACQUISITIONS



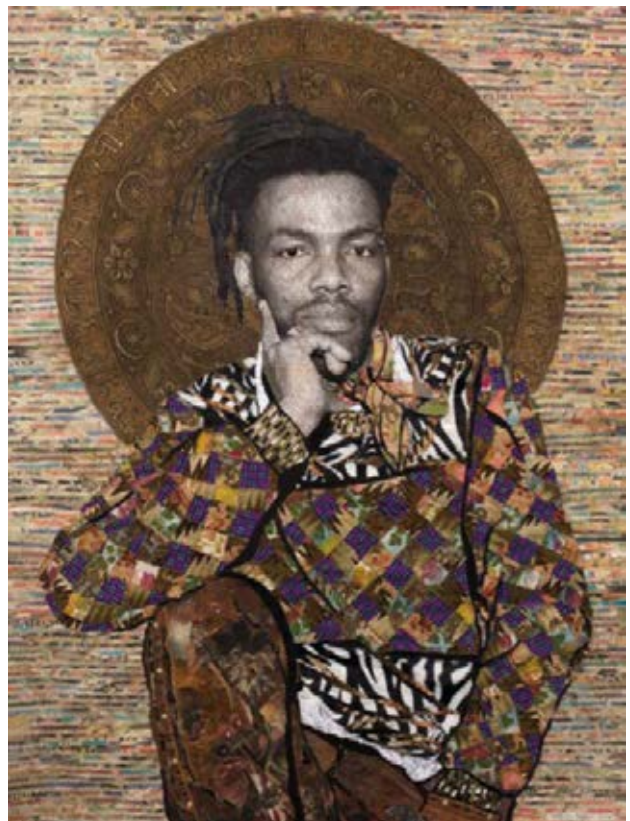
Pablo Tomek, *Figure – CDM17*, 2017
Acrylic on canvas, 230 x 200 cm



Friedrich Kunath, *There's a reason why people don't stay where they are*, 2017
Acrylic and ink on canvas, 152,4 x 121,9 cm



Omar Ba, *Plate-forme de la confiance - CFA pillage à huis clos 2*, 2016
Oil, pencil, Chinese ink, acrylic, gouache on corrugated cardboard, 204 x 147,5 cm
©ADAGP Paris 2018 – Courtesy Collection Société Générale



Marion Boehm, *Gastineau*, 2018
Collage and mixed medias, 136 x 102 cm

A WINDOW ON THE WORLD

The Societe Generale Collection aims to combine works by well-known artists with works by new artists. This diversity has grown with young talent from emerging artistic scenes in France and internationally. In 2018, artists from outside of France represent over half of the works of the Societe Generale Collection. The works in the Collection regularly leave the bank's premises for exhibitions in museums in France and internationally.



Louis Granet, *Untitled*, 2017
Acrylic on canvas, 197 x 135 cm

2019 SEASON FRANCE-ROMANIA

As main sponsor of the Season France-Romania*, Societe Generale group's is actively involved in its program. On the one hand, Frédéric Oudéa is president of the sponsors committee. On the other hand, the Societe Generale Collection will play an essential role in each concerned country.

- In the headquarters of La Défense, a retrospective of Romanian painting, with about 40 works lent by collectors and young Romanian artists, will take place from the end of November 2018 to April 2019. This exhibition will be curated by Wim Waelput. Of Belgian origin, Waelput was commissioner of the international art fair *Art Safari* in Bucharest in 2017.

- An exhibition of works from the Societe Generale Collection will be held at the National Museum of contemporary art of Bucharest from April 18th to July 14th 2019. This exhibition, classed by the French Institute, will be curated by Minhea Mircan. Of Romanian origin, Mircan was commissioner of the Romanian pavilion, during the Venice Biennale of 2007 and for the national museum of contemporary art of Bucarest.

* *Thrown the initiative of the French Ministry of Foreign Affairs, and coordinated by French Institute, the Season France-Romania will take place from December 1st, 2018 till April 5th, 2019 in France, and from April 18th, 2019 till July 14th, 2019 in Romania.*

SUPPORT TO YOUNG ARTISTS

From March 2019, the young French painter Louis Granet (from whom a work was acquired by the Collection in 2017) will have his first solo exhibition in France, in our headquarters in La Défense.

SHARING AND EDUCATION FOR A LIVING COLLECTION

SHARING AND EDUCATION FOR DIFFERENT AUDIENCES

_ Staff

The Societe Generale Collection has continued to evolve, always with a desire to share and exchange with **members of staff** about contemporary art. The Collection is all around them and it is thanks to the staff that the Collection comes alive. All the works are on display and are now part of the daily lives of the 25,000 staff based in La Défense and Val-de-Fontenay.

Three times a month, conferences focusing on major national exhibitions are offered to staff on the Group's various sites. In addition, the "Friends of the Collection" now has more than 1,500 staff members.

Guided tours of the Collection and Family Days are organised for staff members on request, and are customised every week.

_ outside audiences

Collection welcomed more than 3,000 visitors from different backgrounds: **school groups, associations, art lovers, leisure centres** and **students**. Visits are free of charge on application.

"Discovery tours" for **6 to 12 year olds** are organised several times a month at the Societe Generale towers in La Défense. A teaching aid, focusing on six of the Collection's key works, is given to young visitors, prompting them to ask questions about the works and discover their singularities for themselves.

For the past four years Societe Generale has been the official sponsor for the **ARTAGON project**, an annual meeting of art school students. This year, the 40 students selected from 20 schools in Europe will exhibit at the *Les Magasins Généraux* Pantin, from 12th October to 11th November 2018.



The third edition of ARTAGON project took place from 8th to 17th of September 2017, at Les Petites Serres, in the 5th arrondissement of Paris.

WITH THE FRESH PERSPECTIVE OF INDEPENDENT CURATORS

Twice yearly since 2011, independent curators have been invited to select works from the Collection to create a new exhibition. Personalities as different as Regis Durand, Jean-François Chougnnet, Guy Boyer, Koyo Kouoh and Giovanna Carrer have shown the Collection in a new light, offering a very personal interpretation of the Collection, with each exhibition being an opportunity to tell a new story.


In 2017, two exhibitions took place:


- “Miroirs de l’homme”, a Fahamu Pecou retrospective.
- “Jeu de société”, an exhibition involving historic archives and works of the collection, curated by “Curate it yourself”.




Fahamu Pecou, *NEGUS is as NEGUS does*, 2012
Acrylic on canvas, 153 x 132 cm

NEWS WIDELY FOLLOWED ON OUR SOCIAL NETWORKS

 Facebook: 13,320 followers

 Twitter: 4,400 followers

 Instagram: 1,330 followers

PRACTICAL INFORMATION

To register for visits to the Collection:

www.collectionsocietegenerale.com

Follow all the Collection's news:

 Facebook: Collection Société Générale

 Twitter: @Collection_SG

 Instagram: collectionsocietegenerale

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