



KIT PRESS

**20
24**

ENDOWMENT FUND
FOR COMMITTED
ARTISTIC AND SOCIAL
PROJECTS

IN 2024

Rubis Mécénat continues to champion contemporary creation by supporting Franco-Malagasy artist Joël Andrianomearisoa in the creation of an itinerary of artworks in public spaces during the event “Un Été Au Havre”. Having supported the artist for the Madagascar Pavilion’s debut at the Venice Biennale in 2019, and again for his solo exhibition at the Tours et Remparts d’Aigues Mortes with the Centre des Monuments Nationaux in 2021, the fund in this way solidifies its long-term commitment to artists.

As for the emerging art scene, the fourth edition of the Rubis Mécénat Prize in partnership with Beaux-Arts de Paris is curated by Stéphanie Pécourt, director of the Centre Wallonie-Bruxelles in Paris, who will advise the 2024 prize winner Charlotte Simonnet for her installation at Saint-Eustache church in Paris this fall.

For the second consecutive year, the fund is also supporting the workshop lead by the Ateliers Médecis for young filmmakers and artists, the Young Creation workshop and is further strengthening its support by debuting the associated Young Creation Grant. The 2023 winner, Rayane Mcirdi, was able to produce his first short film, *Après le Soleil*, presented at the Contemporaine de Nîmes from April to June, and selected for the Quinzaine des cinéastes at the 2024 Cannes film festival. In tandem, to raise art awareness among young people, a new partnership has been initiated with LE BAL around its visual education programme, La Fabrique du Regard.

Within the framework of Rubis Mécénat’s artistic and cultural education projects, this year will be marked by many highlights. As South Africa celebrates 30 years of democracy (1994-2024), South African photographer Tshepiso Mazibuko, who partook in the Of Soul and Joy project, will present her series on the “born free” from July to September at the Rencontres d’Arles photography festival as part of the Discovery Award Louis Roederer Foundation exhibition. She will then—alongside Sibusiso Bheka, also from the Of Soul and Joy project—exhibit work at the Photo-Saint Germain festival in Paris in November. The exhibition, curated by Valérie Fougeirol, will focus on the gaze and the voice of this generation born after 1994 in South Africa. Lastly, amidst a rich programme, artist Benjamin Loyauté will exhibit his work produced in collaboration with the Ndao Hanavao project in Antananarivo, Madagascar, on view from November at Hakanto Contemporary.

SUMMARY

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ABOUT RUBIS MÉCÉNAT

The Rubis Mécénat endowment fund, created by Rubis in 2011, carries out committed artistic and social projects. Their aim is to promote contemporary creation, support emerging artists, and empower disadvantaged youth through art.

Since its inception, Rubis Mécénat has been committed to highlighting contemporary creation—both exacting and democratic—by providing production assistance to emerging and mid-career artists to create new work. The resulting artworks are exhibited in France, in partnership with public-oriented cultural institutions and events.

Aware of the importance of emerging and new creative voices, as well as unequal access to an artistic career, the fund also supports emerging artists through several professionalisation and awareness-raising programmes. This includes the Rubis Mécénat Prize with Beaux-Arts de Paris, as well as support for the Young Creation workshop led by the Ateliers Médicis and the associated Young Creation Grant.

Moreover, Rubis Mécénat—driven by its conviction in the social role of art—develops artistic and cultural education projects in some countries where Rubis operates. Their goal is to empower disadvantaged youth and contribute sustainably to their training and integration by using artistic practice as a means of emancipation and positive engagement. In 2012, Rubis Mécénat established *Of Soul and Joy*, its first project centered on photography in the township of Thokoza, in Johannesburg, South Africa. The fund then developed *InPulse*, a project around visual arts, in Kingston, Jamaica. Most recently, in 2018, it created the *Ndao Hanavao* laboratory around social design in Antananarivo, Madagascar.

The ensemble of these actions meets Rubis Mécénat's desire to promote contemporary creation in all its diversity, encouraging transmission and exchange while creating the essential conditions for new artistic forms and discourses to emerge.



SUPPORTING CONTEMPORARY CREATION

CREATING

Since its inception, Rubis Mécénat has been committed to highlighting contemporary creation —both exacting and democratic— by providing production assistance to emerging and mid-career artists to create new work. The resulting artworks are exhibited in France, in partnership with public-oriented cultural institutions and events.

SUPPORTING

Aware of the importance of emerging and new creative voices, as well as unequal access to an artistic career, the fund also supports emerging artists through several professionalisation and awareness-raising programmes.

Since 2021, the Rubis Mécénat Prize in partnership with Beaux-Arts de Paris enables a student to receive production assistance and curatorial advisement for the creation of a new work at the Saint-Eustache church in Paris.

Since 2023, Rubis Mécénat has supported the Young Creation workshop developed by the Ateliers Médicis as part of the *Cinémathèque idéale des banlieues du monde*, for young artists and filmmakers making a film or audiovisual project. Supplementing this support is the Young Creation Grant of the Ateliers Médicis and Rubis Mécénat, awarded each year to a filmmaker or artist from the workshop for the development of one of their projects.

In 2024, the fund extends its support to La Fabrique du Regard, the educational programme of LE BAL, which aims to shape young people through image literacy so as to sharpen their gaze.

KEY FIGURES

20 contemporary artists received production assistance from Rubis Mécénat to create new works exhibited in partnership with cultural institutions and events: Nuit Blanche, Centre des Monuments Nationaux, Frac Grand Large – Hauts-de-France, etc.

4 students from the Beaux-Arts de Paris received the Rubis Mécénat Prize and received production assistance and curatorial advisement for the creation of a new work exhibited at the Saint-Eustache church, Paris

20 emerging artists and filmmakers were accompanied as part of the Young Creation workshop by the Ateliers Médicis, supported by Rubis Mécénat since 2023

2 of these artists received the Young Creation Grant of the Ateliers Médicis and Rubis Mécénat to carry out a project



NEWS 2024

LA VAGUE AFFECTION Joël Andrianomearisoa

Un Été Au Havre
22.06 – 22.09.2024
Le Havre, France

Curator: Gaël Charbau

Joël Andrianomearisoa recites “the alphabet of our feelings” between two iconic sites of the city. *Sur la vague infinie se joue le théâtre de nos affections; Sur le crépuscule du temps se dessinent nos promesses éternelles* (The theatre of our affections plays out on the infinite wave; Our eternal promises are drawn on the twilight of time) – these two sentences are inscribed in luminous letters on the facades of the Bains des Docks and the university library, forming two poles of a poem that unfolds on the large scale of the city.

Between these two sentences, the artist has disseminated fragments of texts hidden inside books shelved within several municipal libraries in Le Havre, waiting to be discovered in a few months, or in ten years...

THOKOZA OVER THE NIGHT Tshepiso Mazibuko & Sibusiso Bheka

PhotoSaintGermain
30.10 – 23.11.2024
10 rue Jacob, Paris, France

Curator: Valérie Fougeirol

Following the 2022 exhibition *iHubo – Whispers*, presented for the Of Soul and Joy project’s 10th anniversary, Rubis Mécénat is participating in the forthcoming edition of the PhotoSaintGermain festival by bringing together two photographers from the project regarding current events in South Africa. In *Thokoza Over The Night*, Tshepiso Mazibuko has invited Sibusiso Bheka to depict the Thokoza township in which they grew up and where, overnight, they became “born free”—born after 1994, at the end of apartheid. These photographers double as sensitive seismographs revealing the pulse of young South African democracy. Thirty years later, teetering between hope and disillusionment, they question in great depth the meaning of “born free”.

THE GLOWING HOMELESS Fanny Allié

Saint-Eustache church
From 18th December 2024
Paris, France

Invited by Rubis Mécénat, and part of the 40th anniversary of La Soupe Saint-Eustache, artist Fanny Allié will exhibit *The Glowing Homeless*, a neon sculpture inspired by the silhouette of an unhoused person asleep on a public bench. It was initially created in 2011 for a park in Greenpoint, Brooklyn, USA, for Bring to Light NYC (Nuit Blanche).

In tandem with the exhibition, Fanny Allié will host a sound workshop in collaboration with an association helping the unhoused. Exchanging and recording songs, these can be listened to using a sound device placed next to the sculpture. This is the artist's second project presented by Rubis Mécénat at the Saint-Eustache church, after her *Silhouettes* installation in 2012.

The theatre of our affections plays out on the infinite wave

Joël Andrianomearisoa



**RUBIS MECENAT PRIZE
WITH BEAUX-ARTS
DE PARIS**

**Winner: Charlotte Simonnet,
4th year student
at Beaux-Arts de Paris**

**Saint-Eustache church
09.10 — 15.12.2024
Paris, France**

Curator: Stéphanie Pécourt

In tandem with its support for the Crush programme at Beaux-Arts de Paris, where the fourth- and fifth-year students unveil their work to art professionals, Rubis Mécénat has been awarding since 2021 a prize to a student of Beaux-Arts de Paris to accompany them in the creation of a new artistic installation, presented each fall at the Saint-Eustache church in Paris.

The 2024 winner is Charlotte Simonnet, a fourth-year student in the studios of Tatiana Trouvé and Dominique Figarella. She will receive critical support, provided by Stéphanie Pécourt, the guest curator for this new edition and director of the Centre Wallonie-Bruxelles, Paris.

With the installation *Glimpse*, Charlotte Simonnet pays homage to the notion of community surrounding Saint-Eustache. Evoking the shape of the cord, the artist highlights the link between the church and its surrounding residents, giving pride of place to the materials handiwork and its relationship with architecture. This rhizome-shaped installation will occupy the space between two columns of the side aisle and five chapels, following a principle of dissemination very present in the artist's work.

It's the community, the connection between Saint-Eustache and its surrounding residents, this close harmony that guided the creation of my pieces

Charlotte Simonnet



**SUPPORT FOR
LA FABRIQUE DU REGARD
– LE FESTIVAL**

LE BAL
28.05 — 02.06.2024
Paris, France

This year, Rubis Mécénat is initiating a new collaboration with LE BAL, an exhibition space dedicated to images in all forms, and supporting the second edition of the festival La Fabrique du Regard. This event presents the collective creations of young people and artists, carried out as part of the programmes of La Fabrique du Regard, LE BAL's educational and creative programme.

Exhibitions, screenings, workshops, and events punctuate this week devoted to the challenges of visual education and new forms conceived by young people and a generation of emerging artists.

**SUPPORT FOR
THE YOUNG CREATION
WORKSHOP
BY ATELIERS MEDICIS**

January-April 2024
Paris, France

For the second consecutive year, Rubis Mécénat is supporting the Young Creation workshop led by the Ateliers Médicis, as part of the *Cinémathèque idéale des banlieues du monde* in partnership with the Centre Pompidou and with the support of the Centre National du Cinéma. In 2024, the young artists and filmmakers Meryem-Bahia Arfaoui, Stéphane Gérard, Fatima Kaci, Tarek Lakhrissi, Sido Lansari and Lina Soualem were able to develop their projects and reflect on their respective works together, supervised by Joana Hadjithomas and Khalil Joreige.

**YOUNG
CREATION GRANT
ATELIERS MÉDICIS
AND RUBIS MÉCÉNAT**

Winner 2023: Rayane Mcirdi

In 2023, the Young Creation Grant was awarded to Rayane Mcirdi, a video artist (b. 1993) who graduated from Beaux-Arts de Paris in 2019. This support allowed him to finance the production of his short film *Après le soleil*. It was presented publicly at the Contemporaine de Nîmes from April 5-23, 2024, and then selected for the Quinzaine des cinéastes at the 2024 Cannes film festival

**Winner 2024:
Meryem-Bahia Arfaoui**

In 2024, the Young Creation Grant has been awarded to Meryem-Bahia Arfaoui, a filmmaker from Toulouse, France. Her film project *Al Thurya* features her mother and describes her life in Tunisia.

Meryem Bahia-Arfaoui directed her first short film *Les Crapules*, in 2020. In 2021, she directed *Les Splendides*, a short documentary film which won the Grand prix du jury of the Arte competition "Et pourtant elles tournent".





DEVELOPING ARTISTIC AND CULTURAL EDUCATION PROJECTS

KEY FIGURES

1st project started in 2012

3 long-term projects in 2024

Over 500 beneficiaries

Nearly 100 academic scholarships attributed to access higher education in the arts

Over 200 workshops led by invited artists

Over 200 artists and professionals invited to share their knowledge

Over 50 events (exhibitions, festivals, residencies and cultural exchanges) organised in collaboration with cultural institutions: Magnum Photos, documenta, Hakanto Contemporary, etc.

TRANSMISSION

Rubis Mécénat develops artistic and cultural education projects in order to sustainably contribute to the training and integration of young people from underprivileged backgrounds, using art and culture as means of emancipation and positive engagement.

In 2012, Rubis Mécénat established Of Soul and Joy, its first project within the township of Thokoza, in Johannesburg, South Africa. It is dedicated to young people from local communities and uses photography as a tool for integration, positive education and emancipation. In 2015, the fund developed the InPulse project in Kingston, Jamaica, around visual arts. Most recently, in 2018, the Ndao Hanavao laboratory was created in Antananarivo, Madagascar, promoting innovation and training in social design.

The aim of these projects is to help young people by providing them with professional skills in different artistic fields. They are based on knowledge transmission between mentors and students and are organised around weekly workshops led by local artists, encounters with professionals, allocations of academic scholarships, and cultural events.

Over the past decade, these projects have helped determine vocations and support aspiring artists.

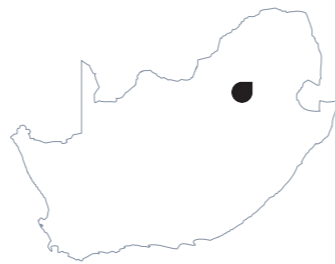
These projects train and support young people from vulnerable backgrounds through artistic practice, encouraging the transmission and emergence of new creative voices within communities that are often excluded from traditional platforms.

Lorraine Gobin, Director of Rubis Mécénat



OF SOUL AND JOY

THOKOZA
JOHANNESBURG
SOUTH AFRICA



When I see the impact that the project has on the young people of our township, I find hope for a better, more radiant future. My wish is to see more spaces like this created, where young people have the chance to express themselves freely, to become what they want to be in life.

Jabulani Dhlamini, Of Soul and Joy project manager

Of Soul and Joy is a social and artistic mentoring programme created in 2012 by Rubis Mécénat to enable young people aged 13 to 30, from the township of Thokoza and surrounding areas of Johannesburg, to benefit from a framework and training in the field of photography. This tailor-made support system allows them to cultivate artistic expression and access new professional paths, so that they can in turn have a positive impact on their communities.

In addition to artistic training, the project offers its beneficiaries further training (professional practices, English, life skills, etc.) and access to a network of key players in the local and international cultural scene. Each year, the project awards academic scholarships

to the most promising students for higher education programmes in photography at a university of their choice, including the Market Photo Workshop in Johannesburg.

The project also allows new talents and vocations to emerge: South African photographer Lindokhule Sobekwa, introduced to photography via the Of Soul and Joy project, is today a member of the Magnum Photos agency; South African photographer Tshepiso Mazibuko is a finalist for the 2024 Discovery Award Louis Roeder Foundation at the Rencontres d'Arles.

Within the project, numerous artists and professionals are invited to share their experiences, including Roger Ballen,



Bieke Depoorter, John Fleetwood, David Goldblatt (in memoriam), Mikhael Subotsky, Sabelo Mlangeni and Andrew Tshabangu.

Location: Thokoza, township southeast of Johannesburg, South Africa

Activity: Professional training and integration via photography

Founded: 2012

Project Manager: Jabulani Dhlamini, South African photographer represented by Goodman Gallery

KEY FIGURES

Over **300** beneficiaries

2 weekly workshops led by South African artists

Over **50** academic scholarships awarded for higher education in photography

Over **100** intensive workshops and special projects in Thokoza, as well as with remote communities (rural zones, townships)

Nearly **200** artists and art professionals invited to lead workshops and pass along their knowledge

Over **30** exhibitions, residencies, educational and cultural exchanges organised with cultural institutions in South Africa and abroad: Magnum Photos, Rencontres d'Arles, Rencontres de Bamako, etc.

1 festival organised every 3 years in the township of Thokoza to raise awareness among local communities about photography and cultural actions around the project



South African photographer Tshepiso Mazibuko, a beneficiary of the Of Soul and Joy project, is presenting her work this summer at the Rencontres d'Arles, as part of the Discovery Award 2024 Louis Roederer Foundation.

Tshepiso Mazibuko's series focuses on the "born free" generation, the black youth born after the end of apartheid, of which she is a part of. Thirty years ago this was a hopeful term, but what does the term "born free" mean today? How can one feel free in a highly unequal society, where urban planning bears traces of the past? Through portraits of young people photographed in their daily lives in the township of Thokoza, the photographer looks within her community.

Tshepiso Mazibuko is a South African photographer (b. 1995) who lives and works in Thokoza, South Africa. She graduated from the Market Photo Workshop in Johannesburg in 2018. She discovered photography within Of Soul and Joy in 2012 and has since been active with the project as a mentor.

She was awarded the Prix de la Photo Madame Figaro and the Public Prize of the Discovery Award 2024 Louis Roederer Foundation at the Rencontres d'Arles 2024.

**HO TSHEPA NTSHEPEDI
YA BONTSHEPE**
Tshepiso Mazibuko

Exhibition of the Discovery Award
2024 Louis Roederer Foundation
at the Rencontres d'Arles

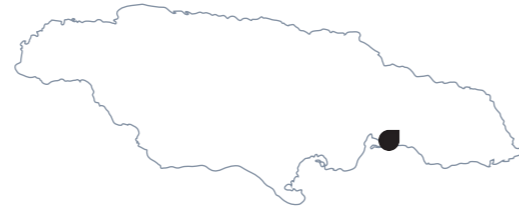
01.07 — 29.09.2024
Espace Monoprix, Arles, France

Curator: Audrey Illouz



INPULSE

KINGSTON
JAMAICA



InPulse is an essential programme for our artistic ecosystem. The students join it at a pivotal moment in their lives, when they are interested in artistic practice but are faced with difficulties linked to their environment, which is prone to instability and precariousness.

Camille Chedda, InPulse project manager

InPulse is a social and artistic mentoring programme created in 2015 by Rubis Mécénat. It enables young people (aged 13 to 30) from volatile communities in Kingston to benefit from an educational framework and training in the visual arts. This tailor-made support system allows them to cultivate artistic expression and access new professional paths, so that they can in turn have a positive impact on their communities.

The young beneficiaries of the InPulse programme receive in-depth training in the field of visual arts and access to a network of professionals. Each year, the programme awards academic scholarships to the most promising students to pursue higher education at Kingston University

of the Arts' Edna Manley College of the Visual and Performing Arts.

The project also allows new talents and vocations to emerge: Jamaican artist Jordan Harrison, trained in visual arts with InPulse and a graduate of Edna Manley College, has been leading weekly artistic workshops for patients at Kingston's Bellevue Psychiatric Hospital since 2018.

Numerous artists and professionals are invited to share their experience within the project, including Johanna Castillo, Stéphane Thidet, Sheena Rose and Sharon Norwood.



Location: Kingston, Jamaica

Activity: Training and professional integration via the visual arts

Founded: 2015

Project Manager: Camille Chedda, Jamaican artist

KEY FIGURES

Nearly **100** beneficiaries

2 weekly workshops led by Jamaican artists

Over **20** academic scholarships awarded to higher education studies in the field of visual arts

Nearly **20** intensive workshops held in Kingston

Over **50** artists and art professionals invited to lead workshops and pass along their knowledge

Over **10** exhibitions, residencies, educational and cultural exchanges organised with institutions in Jamaica and abroad: documenta, Caribbean Art Initiative, Ghetto Biennale, etc.



NDAO HANAVAO

ANTANANARIVO
MADAGASCAR



Ndao Hanavao is developing a local research and community actions laboratory by offering Malagasy youth an educational and training programme linked to design and its local economy.

Benjamin Loyauté, Ndao Hanavao design curator

Ndao Hanavao is an innovation and training laboratory for social design created by Rubis Mécénat in 2018. Its objective is to respond to local societal and environmental issues via innovative, viable and sustained design projects, developed in collaboration with guest designers. It also aims to sustainably contribute to the professional integration of Malagasy youth from underprivileged backgrounds, helping them build commercial and collaborative initiatives based on projects developed in the laboratory.

Three projects are currently being developed locally around recycling:

- plastic waste becoming utility objects with French designer Alexandre Echasseriau

- invasive algae becoming paper with French designer Samuel Tomatis
- plastic waste becoming wool with the Franco-British designers behind The Polyfloss Factory

The project also allows new talents and vocations to emerge: five young beneficiaries of Ndao Hanavao founded the eco-responsible company R'Art Plast in 2022, in order to commercialise materials and objects made from recycled, transformed plastic in the laboratory.

Numerous artists and professionals have been invited to share their experience within the project, including Joël Andrianomearisoa, Laureline Galliot, Madame Zo (in memoriam) and Richianny Ratovo.



Location: Antananarivo, Madagascar

Activity: Training and innovation laboratory for social design

Founded: 2018

Design curator: Benjamin Loyauté, French artist, critic and design historian

Project Manager: Domi Sanji, Madagascan designer

KEY FIGURES

Over **20** beneficiaries in vocational training

3 innovative social design projects implemented by designers Alexandre Echasseriau, Samuel Tomatis and The Polyfloss Factory

Nearly **1,000** kg of plastic waste collected and recycled in Antananarivo for these projects

2,000 kg of invasive algae collected in partnership with the Madagascan association Cétamada

1 eco-responsible company created within the laboratory by 5 project trainees

1 plastic recycling awareness programme led by Ndao Hanavao trainees within local communities

Over **20** designers and artists invited to lead workshops and create on site, based upon projects developed in the laboratory

Nearly **10** events, exhibitions, educational and cultural exchanges organised with cultural institutions in Madagascar: Hakanto Contemporary, Tana Design Week, etc.



IN 2024

PRESS KIT RUBIS MÈCÈNAT 2024

Ndao Hanavao and Hakanto Contemporary present an exhibition by artist Benjamin Loyauté, spotlighting his latest creative experiences in Madagascar as part of the Ndao Hanavao project.

Through a diversity of media including films, sculptures, installations and performances, Benjamin Loyauté aspires to awaken deep reflection on our perceptions, inviting visitors to rethink their relationship to the world on an ongoing basis. His sculptures, composed of pearls, seeds, minerals and enigmatic objects, act as narrative ecosystems, delivering evocative stories on the complex dynamics between humans and their environment..

French artist Benjamin Loyauté (b.1979) carries out committed research and work reflecting on the intangible and on the future of our societies. He explores the value in ordinary things and the notion of the common good. He is interested in the forms of appropriation of our faculties of perception and attention. He reflects on the magical and political status of the ordinary in our contemporary societies through a variety of media ranging from films, sculptures, public interventions and installations. He has been the design curator of the Ndao Hanavao project since 2018.

**EXHIBITION BY
BENJAMIN LOYAUTÉ**

Hakanto Contemporary

23.11.2024 — 09.02.2025

Antananarivo, Madagascar

Curator: Rina Ralay-Ratanarivo





EXPANDING SUPPORT FOR ARTISTS

Eager to support artists in the promotion and dissemination of their work, Rubis Mécénat extends its reach by acquiring works of art, publishing artist books, and producing videos.

COLLECTION

Rubis Mécénat acquires works of art from artists accompanied by the fund in order to support contemporary creation.

ARTIST BOOKS

To promote and disseminate contemporary creation, Rubis Mécénat works with artists and independent publishers to edit books on the projects supported by the fund.

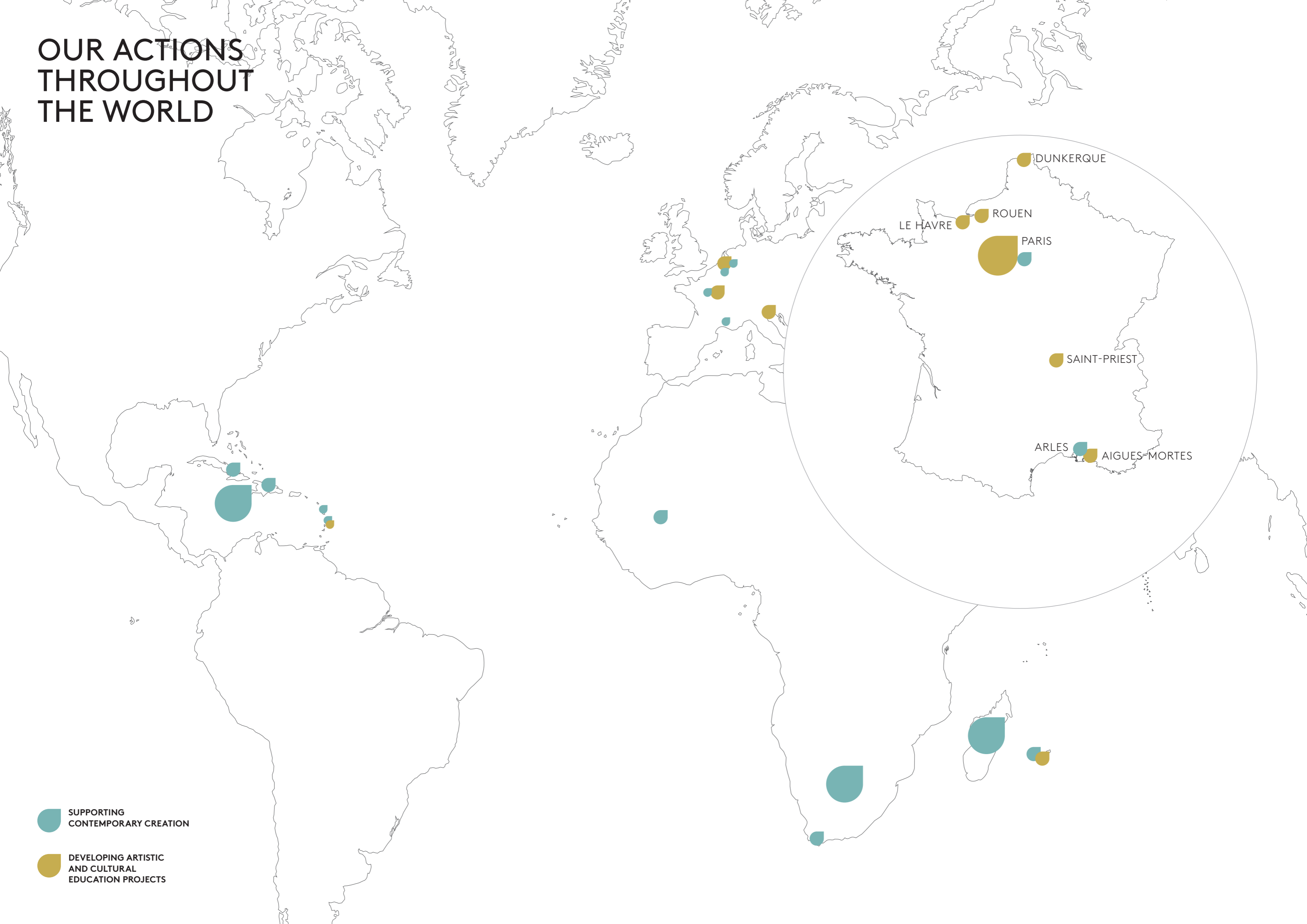
ART(IST) VIDEO SERIES

The ART(ist) series, directed by Alexander Murphy and produced by Rubis Mécénat, profiles the artists supported by the fund by showcasing the worlds and cultures specific to each individual.

The ensemble of these actions meets Rubis Mécénat’s desire to promote contemporary creation in all its diversity, encouraging transmission and exchange while creating the essential conditions for new artistic forms and discourses to emerge

OUR ACTIONS THROUGHOUT THE WORLD

-  SUPPORTING CONTEMPORARY CREATION
-  DEVELOPING ARTISTIC AND CULTURAL EDUCATION PROJECTS



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