

FONDATION  
D'ENTREPRISE  
MARTELL

# **Opening of the ground floor and the rooftop terrace**

**+**

**Adrien M & Claire B**  
***L'ombre de la vapeur***

opening installation

**+**

**2018 multidisciplinary  
programme**



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The *Pavillon Martell de SelgasCano* in front of the Fondation © Iwan Baan

**The Fondation d'entreprise Martell presents its programme for the year 2018:**

- **Opening of the ground floor of the Fondation d'entreprise Martell – a 900 sqm space set aside entirely for immersive installations**
- **The inaugural installation by the company Adrien M & Claire B *L'ombre de la vapeur* open to the public from June 30th 2018 to April 2019**
- **Development of a cross-disciplinary programme based on know-hows, materials and local talents (designer artisans, partnerships with performing arts institutions) in regard of the Fondation international perspective.**

As a cultural and creative ecosystem, the Fondation d'entreprise Martell aims to be a window on contemporary creation and help to reveal outstanding talents and know-hows.

The Fondation d'entreprise Martell, launched in Cognac in 2016 and directed by Nathalie Viot, opened its building's ground floor to the public on June 30th and its rooftop terrace on July 13th.

The Foundation's first floor includes a large space of around 900 sqm devoted to displaying immersive installations and innovative artistic projects specially designed for the site.

The inaugural installation has been entrusted to the company Adrien M & Claire B, which unveiled an innovative, original piece called: *L'ombre de la vapeur*.

This immersive insight into their poetic, digital world seeks to pay tribute both to the memory of the Foundation's building as well as to the black fungus *Baudoinia compniacensis*, also named *Torula*. Before the Foundation completed its renovation work, the building was plastered with this fungus. Inspired by an animist fiction, Claire Bardainne and Adrien Mondot's piece uses digital technology to reveal "the shadow of the vapor". It is a work of art, a space, an immersive experiment and an encounter with a magical and expressive organic entity. Visitors wander around and interact amid a wide variety of shapes made of thin metal veil, clouds hanging overhead onto which white moving particles are projected, accompanied by a uniting original music.

# 2018

## Opening the ground floor of the Foundation (schema page 24)

from June 30th 2018:

Opening the ground floor of the Fondation with  
L'ombre de la vapeur by the company Adrien M &  
Claire B (until april 2019)

## The interdisciplinary programme of spring and summer 2018

April 2018 in Saintes

### **Inauguration of the Carrousel Musical at the Abbaye aux Dames** (coproduction partnership)

In a worldwide première, this interactive instrumentarium, nestled under a shell of silvered mirrors, experiments with exclusive musical scores. One is the result of a residence at the Foundation, from choreographer **Catherine Contour** and sound engineer **Jean-Michel Couturier** (of Blue Yéti studio).

April 26 – October 2018

### **Parcours de Sens, an exhibition by Manon Clouzeau**

in the *Pavillon Martell de SelgasCano*

The young ceramist Manon Clouzeau presents her ceramic bowls and accompanying texts and photographs.

### **Epiphyte, an installation by l'Oseraie de l'Île** in

the *Pavillon Martell de SelgasCano*

The wickerworkers Karen Gossart and Corentin Laval return to the Pavillon with a monumental work they conceived in situ, straddling traditional savoir-faire and contemporary design.

May 16, 2018

### **Musical nighttime stroll by Fantazio** (in partnership with L'Avant-Scène Cognac)

An engagé poet and improviser, the actor Fantazio invites visitors to stroll in tune with music and lyrics around the Foundation, accompanied by Sarah Murcia and Francesco Pastacaldi.

May 25, 2018

### **Concert by Pomme** (in partnership with Les Abattoirs, Cognac)

The young and talented songstress Pomme performs new material under the Foundation's wooden passage: with simply a guitar and her voice to enchant.

June 2 – October 2018

### **Exposition de Andrighetto & Miot** in the *Pavillon*

*Martell de SelgasCano*

The translucent and colorful creations of the glassblowers Laetitia Andrighetto and Jean-Charles Miot make a great show of the Pavillon.

June 7, 2018

### **La Nuit des Rêves** in the *Pavillon Martell de SelgasCano* (in partnership with the Festival Chahuts, Bordeaux)

The actor Sébastien Laurier invites visitors to spend the night in the Pavillon with music and lyrics, and to share their dreams upon waking the next day.

# Inauguration of the ground floor

Exhibition space and lobby



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The ground-floor during renovations © Marc Damage



**Dedicated to artistic commissions**, the large floor space of the Foundation is **annually entrusted to an artist** for the creation of **a unique work: a total and immersive environment**. The invited artist thus appropriates the surface area (nearly **900 sqm**), harnessing the possibilities and the architectural constraints of the Foundation's ground floor.

As a guideline, these annual artistic commissions have to highlight the major themes and materials dear to the Foundation: wood, metal, fluidity, light, travel, time, the senses, nature... The work can evolve over time, allowing visitors to rediscover it over the course of the exhibition. Each created environment will then have a new destination through recycling, donation, or reinstallation.



*L'ombre de la vapeur* is created in keeping with the research around the numerical life conducted by Adrien M & Claire B.



© Adrien M & Claire B

## ***L'ombre de la vapeur***

### **Adrien M & Claire B**

A poetic, digital and interactive installation

June 30 2018 - April 2019

The Torula, or *Baudoinia compniacensis*, is a mushroom native to the Cognac region that feeds on volatile organic compounds; they cover and blacken the surrounding walls. Before the Foundation completed its renovation work, the building was plastered with this fungus.

Inspired by an animist fiction, Claire Bardainne and Adrien Mondot's piece uses digital technology to reveal "the shadow of the vapor". It is a work of art, a space, an immersive experiment and an encounter with a magical and expressive organic entity. Visitors wander through and interact with an ensemble of elaborate forms in a fine metallic veil, with suspended clouds on which are projected white moving particles. A sonorous and contemplative organism, this work is modulated by the rhythm of the visitors' movements, their gestures and their pauses influencing the floating units. In darkness, the metallic surface of the clouds becomes transparent to show only the points, which seem to float in the air and form a hybrid starry sky: a mix of landscape, plant and animal.

The form of each particle evokes the Torula mushroom as enlarged under the microscope—yet it is not a realistic reproduction, but instead a graphic and poetic transposition. The cells, normally imperceptible to the naked eye, become entities that seem sloughed off by design.

This installation offers itself like a memory of something ephemeral, a eulogy to what is consumed or lost: creating a concentration of life and value in an instant wherein the visitor tests out the work. *L'ombre de la vapeur* is also an ode to what is minute, incidental or peripheral: an homage to that which is lively, in all its forms.

The apparatus is composed of about thirty video-projectors, which steep these clouds and parts of the ground in a long continuum of images: generated and animated, in real time, by synchronized computers, which control the infra-red cameras that enable public interactivity. A sound installation pervades the space and the experience. Composed by Olivier Mellano, this "hymn for the mushroom" is inspired by principles from the *Protéodie*, a theory by which each amino acid is associated with certain waves that can be transcribed to a musical partition: the melody of the DNA of each living being.

## "The movement..."

...of the particles issued from the physical models is our vocabulary. And our images only make sense in relation to the body, transforming space into a living partner.

We're looking well beyond the figurative, closer to the natural movement of things: minimalism inflected with the imaginary. We believe we need to let digital technology marry with the human and the material to provide a space for links. These are the dimensions present in *L'ombre de la vapeur*.

The projections overhanging the organic, non-outlined surfaces constitute a new range of research for our company. The monumental scale and the development of this installation constitute the most unprecedented aspect of this new creation.

"

**Claire Bardainne and Adrien Mondot**



### **Creative team**

Conception and artistic direction

**Claire Bardainne and Adrien Mondot**

Computing conception **Adrien Mondot**

Composition and sound conception **Olivier Mellano**

Voices and song **Kyrie Kristmanson**

Computing dispositives and sound controls

**Loïs Drouglazet**

Tracking system **Antoine Villeret**

General control **Laurent Cuzin**

Set-up **Melina Faka, Claire Gringore,**

**Gregory Pirus**

Aluminium Locksmith : **Teviloj**

Woodworking **Atelier W110**

Technical direction **Alexis Bergeron**

Administration **Marek Vuiton**

Production **Margaux Fritsch,**

**Joanna Rieussec, Delphine Teypaz**



# The company **Adrien M & Claire B**

## Artists

The company **Adrien M & Claire B** creates digital and living art forms, ranging from stage performance to installations. It is co-directed by Claire Bardainne and Adrien Mondot, whose approach puts the human experience at the centre of technological issues, with a strong visual focus on the body and unique bespoke technologies created in-house.

They strive to create living digital art: mobile, handcrafted, short-lived, and responsive. Since he was discovered at Jeunes Talents Cirque in 2004 with his Convergence 1.0 project, multidisciplinary artist, computer scientist and juggler **Adrien Mondot** creates stage performances based on responsive interactions between digital art forms, juggling, dance and music. In June 2009, he received the Grand Jury Prize for Cinématique at the Dance and New Technologies international competition of the Bains Numériques Festival (Enghien-les-Bains).

In 2010, he meets visual artist, graphic designer and scenographer **Claire Bardainne**. Graduate from the Estienne and Paris Arts Déco schools, her approach focuses on the imaginary realms conveyed by pictures and graphics, especially in their space-constructive capacity. She works at the BW Studio she co-founds in 2004, and with the research teams in sociology of the imaginary of the Ceaq (Sorbonne, Paris).

After joining forces on a shared creative vision in 2011, they restructure their company as Adrien M & Claire B. Transcending the spatial boundaries of stage and the time limits of performance is pivotal to this transformation. Together, they create the XYZT Abstract Landscapes interactive exhibit.

In 2011, they write conference-performance *Un point c'est tout* and the digital scenography of *Grand Fracas issus de rien*, directed by Pierre Guillois. In 2013 they created *Hakanai*, a show for one dancer in an immersive environment. In 2014, they co-sign the performance of *Pixel* with Mourad Merzouki (CCN Créteil and Val-de-Marne/Cie Käfig). In 2015, they created *Le mouvement de l'air*, and were honored by receiving the SACD Digital Creation award of the year. In 2016-2017, they will continue working on upcoming exhibit *Mirages and miracles*.

Together, they aspire to create an art of movement to set the human body in resonance with graphic and digital arts. The result is a poetic visual language blending imaginary, real and virtual dimensions while bearing unlimited opportunities for artistic exploration.

[www.am-cb.net/en](http://www.am-cb.net/en)

Today, the Company has 30 associates, 4 performances and an exhibit touring internationally. Its Lyon headquarters also house a research and creation studio. The Company is registered with the DRAC Auvergne-Rhône-Alpes and the Auvergne-Rhône-Alpes Region, and subsidized by the City of Lyon.

Given this reflection on the movement and choreography of objects, the company has developed, ongoingly since 2006, a software inscribed at the core and the beginning of each of its creations and collaborations. Baptized eMotion (electronic Motion), the goal of this software is to write the interactions between image and body as live performance.

It is based on models that facilitate situations: thinking of energy to bring objects to life, prior to their actual movement. All of the images are thus generated, calculated and projected in real time to offer a sensitive hybrid, and a palpable presence.

The installation has been produced for the Fondation d'entreprise Martell thanks to this software, which executes authentic partitions of physical rules, and directly enables movement the particles.

### Company Adrien M & Claire B

54 quai Saint-Vincent 69001 Lyon France

04 27 78 63 42

[www.am-cb.net](http://www.am-cb.net)

2017 **Mirages & miracles** exhibition

2016 **La neige n'a pas de sens** book

2015 **Le mouvement de l'air** show

2015 SACD Prize for the digital creation

2014 **Pixel** show / collaboration

2013 **Hakanaï** show

2011 **XYZT, Les paysages abstraits** exhibition

2011 The company is restructured and becomes  
Adrien M & Claire B



Adrien Mondot and Claire Bardainne

© Romain Etienne

## Shows currently on tour

### **Mirages & miracles — 2017**

*Visual Arts exhibition*

Augmented drawings, holographic illusions, virtual reality headset, projections of videos.. A series of installations which enclose a numerical animism and which are at the frontier between true and false, animate and inanimate, magic and extraordinary. 14 installations.

Nantes - June 1 to June 24 2018

Groningue (Pays-Bas) - August 20 to Sept. 2 2018

Arles - October 1 to October 31 2018

Maubeuge - November 9 to November 21 2018

### **Le mouvement de l'air — 2015**

*Digital arts and danse show*

An upfront show for three dancers, where choreography, animated images and live music come together and get intertwined to give a perception of the invisible movement of the air.  
Duration : 1h.

Carquefou - October 9 2018

Freiburg (Allemagne) - October 12 2018

Sarcelles - October 16 2018

Bezons - February 20 2019

Tongres (Belgique) - February 23 2019

Grande Synthe - February 26 and 27 2019

### **Hakanaï — 2013**

*Choreographic performance, digital arts*

A choreographic performance in the shape of haikus, for a female dancer at the coming together with a numerical, changing, oniric universe made of intangible matters.

Duration : 40 min.

Athenes (Grèce) - May 25 2018

Sofia (Bulgarie) - June 4 2018

Varna (Bulgarie) - June 7 2018

Madrid (Espagne) - July 12 to July 14 2018

Moirans-en-Montagne - July 11 2018

Brisbane (Australie) - August 16 to August 18 2018

Poitiers - January 15 and 16 2019

### **XYZT Les paysages abstraits — 2011-2015**

*Exhibit-stroll*

An interactive and immersive stroll amidst a numerical landscape, where touching an algorithm or experiencing the matter of the light become possible.  
10 installations.

Albuquerque (USA) - June 1 to October 31 2018

Miami (USA) - November 2018 to February 2019

Austin (USA) - Spring 2019

## ***Shine a Light***

### **Nathalie Talec**

First production of a program of furniture commissions by artists, designers and artisans

**This luminous and phantasmagoric work greets the Fondation's visitors.**

This never-before-exhibited creation is produced in collaboration with the CRAFT from Limoges: *Shine a Light* is a luminous monumental sculpture. It is inspired by antique vases: at once functional, ornamental and composite. Zoomorphic, the vases are constituted of a cylindrical base and an extremity shaped like an animal or human head, real or fantastical, ornamenting the ceiling light. These precious objects reflect the tastes of these dignitaries of antiques, namely the splendid and luxurious tableware that is both utilitarian and decorative. The luminous sculpture is composed of an accumulation of forms and figures, using at once ceramics (presented in the artist's work for years) and glass.

The use of ceramics and this décor, the mix of naïf and fanciful figurative motifs, enriches the practice of artist Nathalie Talec. Here they illuminate and enhance the entrance of the Fondation.

**Nathalie Talec** was born in Paris in 1960. She lives and works in Versigny (in the Oise region).

[www.nathalietalec.com](http://www.nathalietalec.com)

#### **Partners**

CRAFT Limoges (Center of Research for the Arts of Fire and clay): porcelain

[www.craft-limoges.org](http://www.craft-limoges.org)

Magnalucis (Morgan Benoit) : lighting

[www.magnalucis.net](http://www.magnalucis.net)

Andrighetto & Miot : glass

[www.andrighetto-miot.com](http://www.andrighetto-miot.com)

Atelier Gamil (Stéphane Pelletier) : glass

[www.atelier-gamil.fr](http://www.atelier-gamil.fr)

Jean-Pierre Gimbres : sheet metal work





➤

*Shine a Light*, on site photographs © C.K.  
 Mariot, preparatory sketches © Nathalie Talec

# Program 2018

A pluridisciplinary program at the  
crossroads of artisanal methods,  
design and live performance



Since the summer of 2017, **guest creatives take over the *Pavillon Martell de SelgasCano*** (presentation on page 20) for events that privilege human encounters and skill exchange.

**Prefiguring the four major themes of the Foundation (transmission, exploration, the senses and materials)**, this pluridisciplinary program valorizes updates on local savoir-faire, mixing art, the artisanal and contemporary design, within this context of exceptional architecture.

Anchored in its territory, the Fondation d'entreprise Martell wishes to be an engine of growth, development and valorization of the city of Cognac and of the Nouvelle-Aquitaine region. In 2017, the Fondation d'entreprise Martell welcomed designers from the **Atelier W110** and their project *#Swing*, the creatives from **71 bis**, as well as the in situ installations of wickerworkers from **L'Oseraie de l'Île**.

In 2018, the visitors are able to discover the creations of ceramicist **Manon Clouzeau**, glassblowers **Andrighetto & Miot** and a new installation under the Pavillon by L'Oseraie de l'île, *Epiphyte*.

Several co-productions with local institutions also offer a program of live performances (a concert by **Pomme**, a stroll by **Fantazio** and, to conclude, the **Nuit des rêves**).





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Series of bowls by Manon Clouzeau © C.K Mariot





➤ *Parcours de Sens*, Manon Clouzeau  
© C.K. Mariot



➤ *Epiphyte*, L'Oseraie de l'Île  
© C.K. Mariot

## Manon Clouzeau

### *Parcours de Sens*

April 27<sup>th</sup> - October 2018

Activities on April 28<sup>th</sup> and 29<sup>th</sup>

The young ceramicist Manon Clouzeau spotlights, under the Pavillon Martell de SelgasCano, ceramic bowls accompanied by texts and photographs. Music (notably the hang drum) and tea tastings, as well as an invitation to try one's hand at molding the material, amplify this experience through a weekend of activities.

Manon Clouzeau, a ceramicist from Aubeterre-sur-Dronne in Charente, near Cognac, sensitively works this earthen material as well as that quotidian object: the bowl. She takes over the Pavillon, presenting *Parcours de Sens*, an ensemble of pieces of different dimensions and hues, which she pairs with photographs and texts to poetically express her approach to ceramics. Her bowls are exhibited on balanced wooden planks, adjacent to texts that discuss her practice.

The ceramicist offered visitors the chance to test her bowls with a tea tasting, to enjoy the touch of the material in its raw state, and to immerse themselves in her universe at large by listening to the hang drum.

[www.manonclouzeau.com](http://www.manonclouzeau.com)

## L'Oseraie de l'Île

### *Epiphyte*

April 27<sup>th</sup> - October 2018

Presented under the Pavillon since autumn, basketmakers Karen Gossart and Corentin Laval created a monumental in situ work, between traditional savoir-faire and contemporary design.

Since autumn 2017, wicker sculptures using a mix of ancestral savoir-faire and contemporary design are installed in the Pavillon Martell de SelgasCano. These creations, evoking the protective dames-jeannes from Charente as well as light architecture from various regions of the world, adopt surprising forms rarely used in basketmaking.

In spring 2018, a large-scale made-to-measure commission for the Pavillon called *Epiphyte* completed this previous installation.

The Foundation offered basketmaking workshops by the artists themselves in June.

[www.oseraiedelile.com](http://www.oseraiedelile.com)



➤ Réunuit

© C.K Mariot

## Fantazio

### Réunuit

May 16<sup>th</sup>, 2018

in partnership with

**L'Avant-Scène Cognac**

The actor Fantazio, in residence at L'Avant-Scène Cognac, invites visitors to enjoy a long evening with his acolytes Sarah Murcia and Francesco Pastacaldi, a stroll filled with music and lyrics at the Foundation set to the rhythm of his poetic imagination.

A protean artist, Fantazio has a unique approach that consists of creating poetry onstage. He surprises and opens the doors to the imagination, reinventing our links to the world and inspiring us to reconsider them. An engagé poet and perpetual improviser/philosopher, he is unexpected and opens others up to introspection, often with humor. Onstage, he provides an unconventional show, questioning himself and everyone around him, wondering about life's essential. He explores his illusions like tumultuous fireworks and draws up a made-to-measure madcap costume.

[www.fantazio.org](http://www.fantazio.org)

[www.avantscene.com](http://www.avantscene.com)



➤ Pomme

© Jean-Claude Robidas

## Pomme

### Concert

May 25<sup>th</sup>, 2018

in partnership with

**les Abattoirs / West Rock**

The young songstress Pomme sets up her stage under the Foundation's passage: a simple guitar and her voice to enchant the tower.

"Growing up, it's a little disappointing," sings Pomme in *Comme si j'y croyais*. Yet, she does the contrary. The older she gets (she's only 20), the more she enchants and surprises. After *En Cavale*, her remarkable first EP released a year ago, she travelled alone by car and by train, her guitar and auto-harp under her arm, to boldly share her songs. Hundreds of concert dates, several as the headliner, mostly as an opener (for Vianney, Louane, Olivia Ruiz, Cœur de Pirate, Benjamin Biolay, Yael Naim...), her candor and determination have slowly won over the public, who came to hear more famous acts. At the conclusion of this modest marathon, and before starting a new one, Pomme recorded her album *A peu près*, with a production duo Benjamin "Waxx" Hékimian and Matthieu Joly.

[www.pommemusic.fr](http://www.pommemusic.fr)

[www.lesabattoirs-cognac.fr](http://www.lesabattoirs-cognac.fr)



➤ Translucent glass buoys, *Incalmo*  
© C.K. Mariot



➤ *La Nuit des Rêves*  
© Marc Damage

## Andrighetto & Miot

### *Incalmo*

June 2<sup>nd</sup> - October 2018

Glassblowers Laetitia Andrighetto and Jean-Charles Miot disperse their colorful and transparent buoy forms in the Pavillon.

Invited by the Foundation to take over the *Pavillon Martell de SelgasCano*, the glassblowers Andrighetto & Miot will scatter their colorful glass. This installation will present large-scale formats around the theme of travel.

Jean-Charles Miot and Laetitia Andrighetto began collaborating as students at the Centre Européen de Recherche et de Formation aux Arts Verriers. They're based in Mont-de-Marsan. While developing a creative dialogue around communal works, they work on independent projects as well. Jean-Charles Miot focuses on the technical and the aesthetic; Laetitia Andrighetto expresses herself through art. When they work together, they balance each other: anchored by their creations, bridging art and design.

[www.andrighetto-miot.com](http://www.andrighetto-miot.com)

## Sébastien Laurier

### *La Nuit des Rêves*

June 7<sup>th</sup>, 2018

in partnership with the  
**Festival Chahuts**

Actor Sébastien Laurier invites us to cherish our dreams by spending the night below the stars under the Pavillon.

Accompanied by an actress, musicians, an ethnologist, a neurologist and an instructor in dreams, he questions: do we know how to dream, either alone or together? The soirée asks the public to question the notions of the collective unconscious and intimacy. Readings, music and dream workshops will be interspersed throughout the night in the luminous and mysterious atmosphere of the Pavillon. The participants will sleep under the *Pavillon Martell de SelgasCano* to discover how dreams—mirrors of our invisible interior landscapes—can help us see reality, and each other, differently. The following morning, the participants will discuss their experiences over breakfast.

[www.sebastienlaurier.com](http://www.sebastienlaurier.com)

[www.chahuts.net](http://www.chahuts.net)



# ***Pavillon Martell de SelgasCano***

The Pavilion houses the Foundation's cultural programme since 2017

Until October 31<sup>st</sup> 2018





### An exclusive ephemeral architecture

The *Pavillon Martell de SelgasCano* was established in the Foundation's gardens in the summer of 2017 and has since been invested by contributions from numerous craftspeople invited for public events and initiatives fostering the coming together and exchange of knowledge. Truly representative of the Foundation's four key areas of focus (transmission, exploration, senses and materials), this programme's aim is to breathe new life into local crafts that blend skilled trades and contemporary design, while simultaneously providing a platform for regional performing arts organisations (theatre, music, performance art). During the spring and summer of 2018, guests are able to discover the works of the ceramist Manon Clouzeau, the wicker artists L'Oseraie de l'Ile and the glass artists Andrighetto & Miot. They will also be able to enjoy special moments imagined in collaboration with local cultural institutions, such as l'Avant-Scène théâtre de Cognac, les Abattoirs/ Westrock as well as the Chahuts Festival from Bordeaux.

Second commission of the Fondation d'entreprise Martell after the installation *Par nature* by the French artist Vincent Lamouroux, the *Pavillon Martell de SelgasCano* is an original protean structure created by Spanish architects SelgasCano, which will occupy the entirety of the vast paved courtyard in front of the Foundation until October 2018. The *Pavillon Martell de SelgasCano* brings to the Fondation a novel architectural and global dimension. This exterior pavilion is the first project in France by the duo of José Selgas and Lucia Cano.

In October 2018, the pavilion will be dismantled and rebuilt elsewhere in order to give it a second life.



# The Fondation d'entreprise Martell



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**A cultural, cross-disciplinary corporate foundation dedicated to the contemporary creation and know-hows**

Launched in October 2016 and directed by Nathalie Viot since 1st January 2017, the Fondation d'entreprise Martell offers a rich and varied programme of events promoting local, national and international collaborations. Envisioned as a cultural and creative ecosystem, the Foundation aims to reflect the diversity of contemporary creation and reveal outstanding talent and savoir-faire.

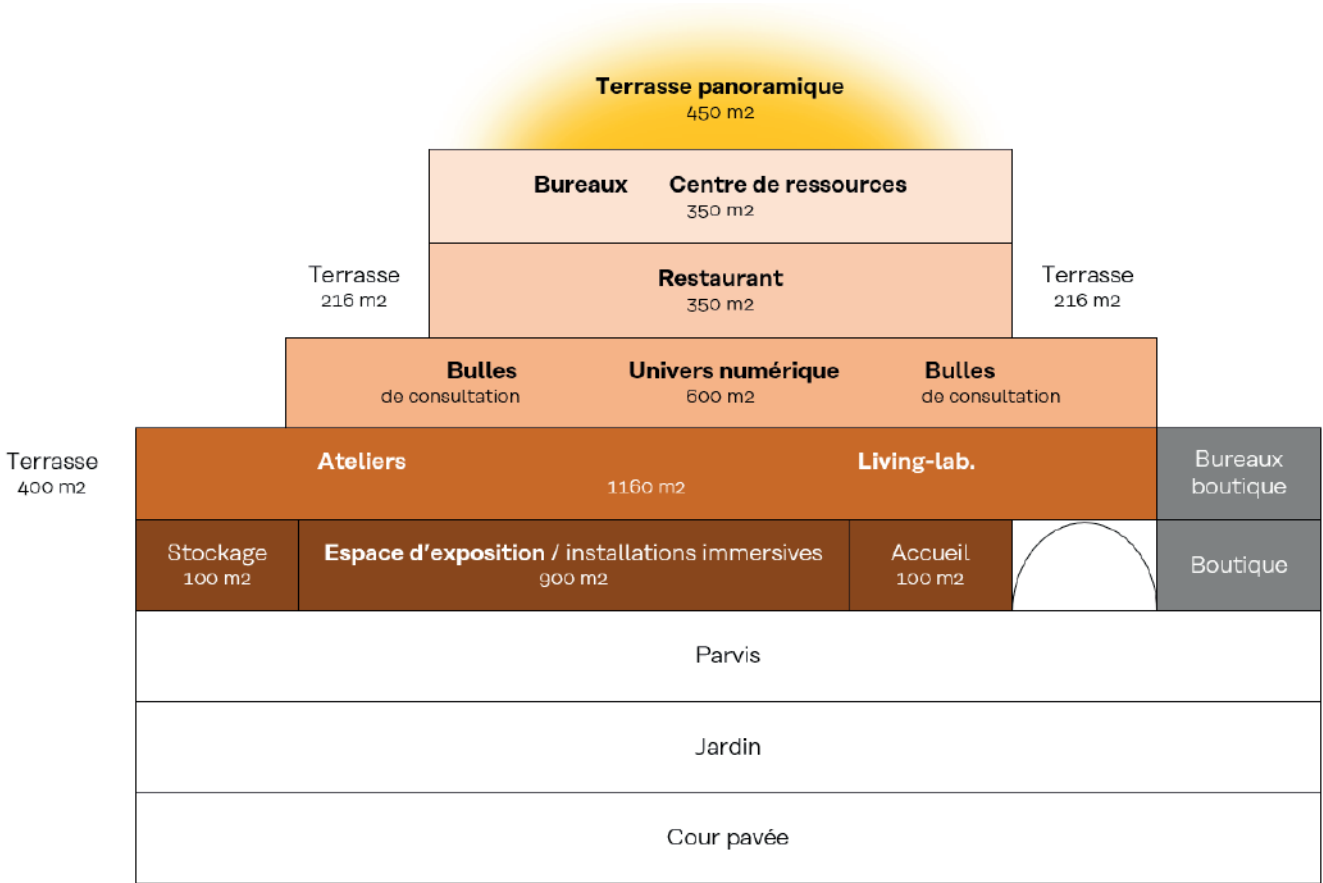
Embodied by the uniquely modern-looking Gâtébourse Building located at the heart of Cognac, the Fondation d'entreprise Martell will soon cover an area of almost 5,000 sqm, incorporating different spaces which it will gradually open to the public in phases. The entirety of this area is expected to open by 2020/2021. The Foundation encourages curiosity and openness across a variety of different fields and provides people with the opportunity to experience new kinds of artistic production and ground-breaking research, while facilitating exchange between a diverse range of disciplines (crafts, design, architecture, artisan trades, olfaction, digital, dance, literature, music, etc.), by organising exhibitions and workshops, through a living lab, and via its various events and residencies, etc.

This new hub of creation and innovation has strong roots in the area and hopes it can be a driver of growth and development locally, creating value for the town of Cognac and the Nouvelle-Aquitaine Region at large, while also championing an international outlook on creation.





↗  
© Marc Damage



↗  
Schema of the functions of the areas © Fondation d'entreprise Martell



## **The building : the Gâtébourse tower**

The Fondation d'entreprise Martell occupies the **historic building of Gâtébourse**, which dominates Cognac with its **modernist architecture, renovated in a contemporary style by architects Brochet Lajus Pueyo**. Built in 1929 on the site settled by Jean Martell in 1750, this ziggurat of five levels, built on a reinforced concrete orthogonal grid, housed until 2005 the bottling facilities of the House of Martell.

Along the road to Pons, the site known as Clos de Gâtébourse has, for 265 years, been home to the House of Martell. The first plot of land was acquired in 1750 by Jean Martell, and the site gradually expanded, along with the company, throughout the 19th and 20th centuries. The current building - an innovative Bauhaus-style tower designed by architect Jean Chalard and built by Paul and Maurice Firino Martell in the late 1920s – formerly housed Martell's bottling lines.

In 2005, after almost a century, the lines were transferred to a new plant at Lignères, near Rouillac. It was then that the House of Martell initiated an ambitious project to renovate, enhance and open up the site and the announcement of the opening of its Foundation in October 2016.

The first step was to reveal the tower by demolishing the disused industrial buildings around it. Wide landscaped spaces, replacing the existing yards and buildings, attained a balance between mineral and botanical, and transformed the general appearance of the site. Concerned to respect Cognac city-planning, the environment and the beauty of the local area, the House of Martell chose to work with Bordeaux architects Brochet-Lajus- Pueyo, well-known for their expertise in enhancing the region's heritage and urban landscape. The transformation of the Gâtébourse site thus began in line with France's High Quality Environmental standard.

The main entrance opens onto a magnificent wood passage designed like the hull of a boat turned to the sky, immediately inviting the visitor on a journey.

**The Foundation will ultimately extend over nearly 5,000 m2, offering an array of different immersive, creative spaces, which will open to the public in several phases. The entirety of this area is expected to open by 2021.**

# La Maison Martell

The House of Martell dates back to the early 18th century. Established in 1715 by Jean Martell, who was born in Jersey, it is the oldest of the great cognac houses. For three centuries, Martell has produced, exported and marketed cognacs which are recognized worldwide for their outstanding quality and finesse.

The House was founded at the height of French art de vivre, when gastronomy, taste and craftsmanship were celebrated and enjoyed with

style. These became the three pillars of the House of Martell and remain intrinsic to its vision today.

With the soul of an aesthete, the House of Martell is intimately connected to the world of creativity. It collaborates with architects, designers and artists, engages in ongoing sponsorship projects (in China since 2004 and at the Château de Versailles since 2007) and develops cultural partnerships (with the Grands Ateliers de France since 2016).



# Nos partenaires

## Cultural programme



## Artistic commissions



## ***L'ombre de la vapeur***

**Adrien M & Claire B**

30 june 2018 - april 2019

### **Fondation d'entreprise Martell**

16 Avenue Paul Firino Martell

16100 Cognac France

#### **Hours**

from Thursday to Sunday 12 am - 7 pm

Night session on Thursday until 9 pm

Wednesday only by reservation

#### **Prices**

Full rate **5€**

Discounted admission **3€**

*A valid ID proving eligibility may be asked*

*10-18 years old, students under 25, senior visitors (+65)*

*Maison des Artistes*

Family admission **10€**

Unique ticket for at least 4 members of the same family from 2 adults and 2 children under 18 years old

Group admission **3€**

Discounted admission for groups

from 8 to 50 people

Group admission (guided tour) **7€**

Individual rate from a 4 people group

*Only wednesday afternoon*

Group admission Young visitors **2€**

Individual rate from a 10 children group under 12 years old

Same price for the escort

Group admission Young visitors (guided tour) **5€**

*Only wednesday afternoon*

Individual rate from a 10 people group under 12 years old. Same price for the escort.

#### **Free admission**

*A valid ID proving eligibility may be asked*

Children (under 10 years old)

Unemployed visitors

Touristic guides & interpreters / Professionals

(ICOM, ICOMOS, AGCCPF, Ministère de la Culture, Press)

Disabled visitors escort included



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#fondationmartell  
#lombredelavapeur  
#adrienmclaireb  
#pavillonmartelldeselgascano

### **Informations**

info@fondationdentreprisemartell.com  
[www.fondationdentreprisemartell.com](http://www.fondationdentreprisemartell.com)

### **National and international press**

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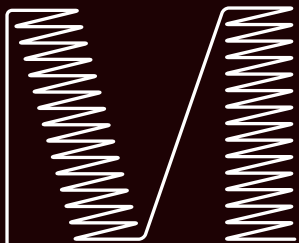
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D'ENTREPRISE  
MARTELL