

## NEWS FLASH

Paris, 20 September 2016

### COLLECTION SOCIETE GENERALE NEW PROGRAMME

#### New acquisitions focused on young and international talent

Some ten pieces will be added to the Collection soon. The acquisition committee chose a historical work by Geneviève Claisse and works on various media from a number of international artists, including Richard Long (mixed technique using a white china clay base), Ulla von Brandenburg (watercolour) and Nicolas Sahnes (steel sculpture). The committee also selected young French and international talents including Julien des Monstiers (France), Claire Trotignon (France), Joe Reihsen (USA) and Sepand Danesh (Iran).



SÉPÂND DANESH *Soulèvement*, 2015

#### Street Art for the new Societe Generale group building complex in Val de Fontenay

For Societe Generale's new "Les Dunes" technology park in Val de Fontenay, the Group sought out the creativity and talent of eight street artists following a call for project proposals: TAKT and SUEB from the 3HC Collective, Romain Froquet, the OnOff Collective, TETAR, Goddog, Mr. XXX and STOUL. The artists painted huge frescos in the building complex's 5000 m<sup>2</sup> car park, which reinvented the area's design.

The progress of the project can be followed thanks to a six-episode web series on the Collection's social media channels, from August through to mid-October.

*Links to the episodes:*

#### First episode with the OnOff Collective:



#### PRESS RELATIONS

LAETITIA MAUREL  
+33(0)1 42 13 88 68  
[Laetitia.a.maurel@socgen.com](mailto:Laetitia.a.maurel@socgen.com)

ANTOINE LHERITIER  
+33(0)1 42 13 68 99  
[Antoine.lheritier@socgen.com](mailto:Antoine.lheritier@socgen.com)

ASTRID FOULD-BACQUART  
+33(0)1 56 37 67 95  
[Astrid.Fould-Bacquart@socgen.com](mailto:Astrid.Fould-Bacquart@socgen.com)

 [@societegenerale](https://twitter.com/societegenerale)

**SOCIETE GENERALE**  
COMM/PRS  
75886 PARIS CEDEX 18  
[SOCIETEGENERALE.COM](http://SOCIETEGENERALE.COM)

A FRENCH CORPORATION WITH SHARE CAPITAL OF  
EUR 1 009 380 011,25  
552 120 222 RCS PARIS

**Second episode with TAKT and SUEB from the 3HC Collective and Romain Froquet:**



**Third episode with Mr. XXX, TETAR and GoddoG from the RioFluo Collective:**



#### **The Collection lends works to institutions in Europe**

Emblematic works from the Societe Generale Collection are lent to museums in Europe for exhibitions.

Electromagnetic No. 6 by Takis is part of the major touring exhibition *Europe 1945-1968: Trauma and Revival* (Brussels, Karlsruhe, Moscow).

*Machine of Entangling Landscapes VII* by Rui Moreira will be in an exhibition at the Museum of Lisbon from 22 September to 13 November.

#### **The Pushkin State Museum of Fine Arts sign a cooperation agreement with Societe Generale in Russia**

Rosbank, Societe Generale group's Russian subsidiary, and the Pushkin State Museum of Fine Arts in Moscow have signed a cooperation agreement covering the conservation of cultural heritage and the development of the 19th and 20th century European and American art collection. This three-year agreement is specifically focused on preserving, developing and improving the mediation of the Museum's exceptional impressionist art collection.

Link to the museum's website: [www.arts-museum.ru](http://www.arts-museum.ru)

#### **Fourth edition of Societe Generale Algeria's Young Painters Competition**

Societe Generale Algeria launched the fourth edition of the Young Painters Competition. The aim of the competition is to help uncover talented new artists and contribute to the growth of creativity in Algerian fine art. The competition closed on 30 July. The jury will select the three winners on 20 September.

In order to provide maximum visibility to the artists that take part in the competitions, the 12 best works will be used as illustrations for the 2017 company calendars and planners, and an exhibition will be organised to present the works of these young painters.

#### **Societe Generale Morocco is partnering with Yann Arthus-Bertrand during the COP22 event**

Throughout the month of September, the company will host the "60 solutions to climate change" exhibition in its art space at the Marrakech-Guéliz branch. Initiated by the *Agence Française de*

*Développement* (AFD), the exhibition will be in partnership with the French photographer, reporter, film-maker and ecologist, Yann Arthus-Bertrand, the GoodPlanet Foundation and the *Institut français du Maroc*. It is comprised of 21 photos taken from Arthus-Bertrand's book of the same name, and highlights projects financed by AFD for concrete solutions to achieve a low-carbon growth model. Four themes are covered in the exhibition: "Living together", "Feeding the world", "Energy efficiency" and "Adapting".

### **Societe Generale Romania is launching a digital platform dedicated to contemporary art**

Last spring, BRD, the Group's Romanian subsidiary, which owns a substantial Romanian contemporary art collection, launched "Scena9", a digital platform dedicated to promoting Romanian and international contemporary artists, in particular Tania Mouraud.

Link to the platform: [www.scena9.ro/en](http://www.scena9.ro/en)

### **Follow the Collection Societe Generale news :**

[www.collectionsocietegenerale.com/en/](http://www.collectionsocietegenerale.com/en/)

Facebook : Collection Société Générale - Twitter : @Collection\_SG - Instagram : collectionsocietegenerale  
#overthewalls #collectionsocietegenerale

### **Press contacts:**

L'art en plus : Virginie Burnet [v.burnet@lartenplus.com](mailto:v.burnet@lartenplus.com) + 33 (0)1 45 53 62 74

Société Générale : [Astrid.fould-bacquart@socgen.com](mailto:Astrid.fould-bacquart@socgen.com) + 33 (0)1 56 37 67 95

### **Societe Generale Collection**

#### **A pioneering collection in France with more than 20 years of commitment to artistic creation: 1995 – 2016**

Contemporary art and classical music are the two pillars of Societe Generale Group's cultural sponsorship policy. Initiated in 1995, the Societe Generale Collection comprises more than 450 original pieces and 750 lithographs, prints and serigraphs. It is one of the largest collections of contemporary art assembled by a French bank. From the outset, it was designed as a major commitment to employees and as an accompaniment on the journey from historic central Paris to the new towers in the business district. With the aim of attuning the art world to the corporate world, bringing artists and employees together around the shared values of innovation and creativity, the Collection can be seen throughout the Group's head office.

### **Societe Generale**

Societe Generale is one of the largest European financial services groups. Based on a diversified universal banking model, the Group combines financial solidity with a strategy of sustainable growth, and aims to be the reference for relationship banking, recognised on its markets, close to clients, chosen for the quality and commitment of its teams.

Societe Generale has been playing a vital role in the economy for 150 years. With more than 145,000 employees, based in 66 countries, we accompany 31 million clients throughout the world on a daily basis. Societe Generale's teams offer advice and services to individual, corporate and institutional customers in three core businesses:

- **Retail banking in France** with the Societe Generale branch network, Credit du Nord and Boursorama, offering a comprehensive range of omnichannel financial services on the leading edge of digital innovation;
- **International retail banking, insurance and financial services to corporates** with a presence in developing economies and leading specialised businesses;
- **Corporate and investment banking, private banking, asset management and securities services**, with recognised expertise, top international rankings and integrated solutions.

Societe Generale is included in the main socially responsible investment indices: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (Europe, Eurozone and France), ESI Excellence (Europe) from Ethibel and 4 of the STOXX ESG Leaders indices.

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