

## NEWS FLASH

Paris, 21 March 2014

### **SOCIETE GENERALE, A MAJOR PATRON OF THE PHILHARMONIE DE PARIS**

As part of its policy in support of classical music, it was only natural that Societe Generale, via its association Mécénat Musical Société Générale, would work alongside the Philharmonie de Paris, which opened its doors on 14 January. Mécénat Musical Société Générale is Grand mécène (major sponsor) of the programming of major international orchestras at the Philharmonie. It has signed a partnership for the 2015, 2015/2016 and 2016/2017 seasons.



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### **SOCIETE GENERALE, A REFERENCE PATRON OF CLASSICAL MUSIC**

Since its creation in 1987, the association Mécénat Musical Société Générale has developed an approach that supports creativity and openness to all types of audiences. Much more than seeking to establish instant fame, Mécénat Musical Société Générale always aims for continuity, making the Bank a reference name in classical music patronage.

Mécénat Musical Société Générale currently supports more than 50 projects and partners 17 orchestras and musical ensembles that perform some 700 concerts and representations each year, in France and internationally.

Mécénat Musical Société Générale also supports young musicians who are the great artists of the future, offering grants for students of the Conservatoire National de Paris and the Conservatoire National de Lyon, and lending out stringed instruments.

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Societe Generale has a long-standing reputation for partnering with iconic venues such as the Théâtre du Chatelet between 1988 and 2002 and the Opéra Comique in 1998. In 2006, Societe Generale supported the project to reopen the Salle Pleyel.

Designed by architect Jean Nouvel, the Philharmonie de Paris ranks among the best in Europe. Boasting a 2,400-seat concert hall and several dedicated working areas, musicians have access to a unique professional space for concert and event preparation and rehearsal. Prestigious French and international orchestras now have the facilities they require in Paris. A setting for both performance and transmission, the Philharmonie also seeks to conquer new audiences, young people in particular, and to diversify the horizons of its music audiences.

For more information on the Philharmonie de Paris visit: <http://www.philharmoniedeparis.fr/en/>

For more information, click below to visit the Mécénat Musical Société Générale website:

[www.mecenatmusical.societegenerale.com](http://www.mecenatmusical.societegenerale.com)

 Mécénat Musical Société Générale  @mecenatmusical

#### Societe Generale

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Societe Generale has been playing a vital role in the economy for 150 years. With more than 154,000 employees, based in 76 countries, we accompany 32 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 multichannel financial services on the leading edge of digital innovation;
- **International retail banking, financial services and insurance** with a presence in emerging 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: FSTE4Good (Global and Europe), Euronext Vigeo (Global, Europe, Eurozone and France) and 5 of the STOXX ESG Leaders indices.

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