

NEWS FLASH

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SOCIETE GENERALE COMBINES MUSIC SPONSORSHIP WITH EMPLOYEE ENTHUSIASM IN A UNIQUE FRENCH PROJECT

200 amateur musicians and chorists performed at the Salle Pleyel with the Les Siècles orchestra. Societe Generale has reinvented corporate sponsorship and given new resonance to the idea of “Building team spirit together”.

On Sunday 9 June, the *Salle Pleyel*, one of Paris’s most prestigious classical music venues, hosted a totally new type of concert, the “*Playing for Salle Pleyel*” project. Two hundred amateur instrumentalists and chorists, all employees of Societe Generale Group, mingled with 60 professional musicians from the *Les Siècles* orchestra under the baton of one of the most talented conductors of his generation, François-Xavier Roth. A 1,600 strong audience – who demanded two encores – were treated to a dozen extracts from the classical repertoire, including the *Chorus of the Hebrew Slaves* from Verdi’s *Nabucco*, *Les Indes Galantes* by Jean-Philippe Rameau and Borodin’s *Polovtsian Dances*.



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“*Playing for Salle Pleyel*” would never have existed without the longstanding 25-year partnership between Societe Generale and the world of classical music. The values of commitment and sharing which underpin the partnership also inspired the “*Playing for Salle Pleyel*” programme, an unusual form of music sponsorship. Rather than just creating a link between a major company and a great orchestra, it has forged a bond between the men and women that make up the company and the orchestra, brought together in a shared enterprise.

The joint concert they gave was the result of a year’s preparation and rehearsals that brought professional demands and amateur enthusiasm closer together. The rehearsals were led by musicians from the *Les Siècles* orchestra and took place at Societe Generale’s La Défense head office.

“We have just experienced a beautiful human adventure. We have all been committed to this ambitious, some might say slightly mad, artistic project. We have blended and enhanced all our talents in the production of a magnificent common outcome, bursting with emotion, enthusiasm and shared pride,” said Frédéric Oudéa, Chairman and CEO of Societe Generale Group.

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For François-Xavier Roth, “the success of *Playing for Salle Pleyel* proves that it’s never too late to get a taste for performing music. You only need to dare, which is what we did today. It was a joy to put together an orchestra and a choir using Societe Generale employees and so create fresh bonds with a partner who has supported us for many years”.



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Societe Generale

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