

## Press Release

Paris, 18<sup>th</sup> October 2010

### 15 years of commitment to artistic creation: Societe Generale's contemporary art collection on display at the FIAC



Agnès Thurnauer - être un artiste, série  
« Biotope », 2006

Acrylique sur toile, 155 x 120 cm - crédit photo :  
JP Humbert

© Collection Société Générale

In honour of the fifteenth birthday of its contemporary art collection, Societe Generale is organising several initiatives to share its commitment to artistic creation. For the first time, the collection is joining forces with the FIAC for an original encounter entitled "Un jour, une oeuvre" (One Day, One Work), open to all of the fair's visitors.

Its contemporary art collection, which is an integral part of Societe Generale's cultural patronage, has been designed as a strong commitment to employees, bringing art into the very heart of the Group, since its creation in 1995. The contemporary art collection currently includes close to 300 original works and more than 700 lithographs, making it one of largest collections of contemporary art owned by a French bank. This living collection does not favour any one style or school, and represents both young artists from new, emerging scenes and renowned artists from France and the rest of the world who work in painting, sculpture and photography.

While it was originally intended mostly for employees, for the past several years the collection has been opened to the public through partnerships with regional and international museums. The collection's fifteenth birthday provides an opportunity to broaden this policy of openness by organising several initiatives:

PRESS RELATIONS  
SOCIETE GENERALE

Laetitia MAUREL  
+33 (0)1 42 13 88 68

Astrid BRUNINI  
+33 (0)1 42 13 68 71

Hélène MAZIER  
+33 (0)1 58 98 72 74

Laura SCHALK  
+33 (0)1 42 14 52 86

P.A +33(0)1 42 14 67 02  
Fax +33(0)1 42 14 28 98

SOCIETE GENERALE  
COMM/PRS  
75886 PARIS CEDEX 18  
[www.societegenerale.com](http://www.societegenerale.com)

A French corporation with share capital of EUR  
933,027,039  
552 120 222 RCS PARIS

- The publication of a book which presents all of the original works acquired throughout the collection's 15-year existence.
- A partnership with the FIAC (21 to 24 October 2010), a key event for the international artistic scene, where the collection will be exhibited through the original presentation "Une jour, une oeuvre" (One day, One work), which will present one work from the collection each day at 6:00 pm, with artists Agnès Thurnauer, Stéphane Couturier, Marie Bravo and Philippe Ramette.
- Two exhibitions on loan outside the Paris area: Currently at the Lille Museum of Fine Arts (9 October 2010 to 10 January 2011) as part of the "Les grands espaces" (Wide Spaces) exhibition, which includes the large-format photographs from the Societe Generale collection; last June at the Nantes Museum of Fine Arts, with a look at contemporary creation in Eastern Europe.
- The creation of a Societe General prize in Asia "Chinese Art Awards 2010": the prize, which is aimed at the young emerging scene, aims to support Chinese artists and give them international visibility. A professional jury will reward three artists, one each for painting, photography, and video, who will take part in a travelling exhibition which will give them the chance to show their work in Beijing, Hong Kong, Taipei, Paris and then Shanghai, Singapore and Tokyo. The winners will be announced in Beijing this December.

#### **Press Contacts L'art en Plus**

Virginie Burnet : +33 (0) 6 87 77 75 54

Laurence Herbin : +33 (0) 6 87 73 42 79

#### **Press Contacts Société Générale**

Hafida Guenfoud-Duval, head of patronage and sponsorship: +33 (0) 1 42 14 01 73

Angélique Aubert, head of arts patronage: +33 (0) 1 42 14 57 14

#### **Societe Generale**

Societe Generale is one of the largest financial services groups in the euro-zone. The Group employs 157,000 people worldwide in three key businesses:

- Retail Banking, Specialised Financing & Insurance: Societe Generale serves 32 million individual customers worldwide.
- Private Banking, Global Investment Management & Services: Societe Generale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 3,246 billion, March 2010) and under management (EUR 164 billion excluding Amundi, March 2010).
- Corporate & Investment Banking: Societe Generale tailors solutions for its clients across sectors by capitalising on its worldwide expertise in investment banking, global finance, and global markets.

Societe Generale is included in the socially-responsible investment indexes: FTSE4Good and ASPI. In 2010, the title of SAM Sector Mover was awarded to Societe Generale.

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