



MARTELL

COGNAC

FONDÉE



EN 1715

Par nature, 2016
Vincent Lamouroux

Fondation d'entreprise Martell
15th October 2016 - 31st January 2017

THE FONDATION D'ENTREPRISE MARTELL

The House of Martell is proud to announce the creation, in Cognac, of its new corporate foundation with a cultural and multidisciplinary vocation. Envisioned as a creative ecosystem, the Fondation d'entreprise Martell will offer a rich and varied schedule of events promoting the discovery and experimentation of culture and savoir-faire, as well as nurturing exchanges and collaborations on a local, national and international scale.

Located in the historic Gâtébourse building, whose modernist architecture makes it a landmark in Cognac, the Fondation d'entreprise Martell will inaugurate its debut exhibition – running from 15th October 2016 to 31st January 2017 – as a preview of the future schedule of events. An ambitious program of improvements will then begin on the interior of the building, with the ground floor and rooftop terrace reopening to the public in spring 2018, followed by a gradual opening of the other floors as the work is completed. The entire 6,000 m² of the Fondation d'entreprise Martell will be accessible in 2020/2021.

The launch of the Fondation d'entreprise Martell perpetuates the House's tradition of patronage and collaborations, and reflects its desire to bring culture and savoir-faire to a wider audience. Founded in 1715 during the golden age of French art de vivre, the House of Martell has always been its proud ambassador, constantly reinventing it to combine heritage and modernity, excellence and curiosity, local ties and international influences. In touch with the creative world, Martell has long cooperated with architects, designers, artists and art directors, and regularly supports ambitious artistic projects.

“With the creation of a corporate foundation in the very heart of its territory, Martell is restating its local commitment and rising to a new challenge – to bring art, culture and savoir-faire to a wide audience, both in France and abroad, while sharing its values of excellence, generosity and conviviality.”

César Giron
Chairman and CEO, Martell Mumm Perrier-Jouët

The opening of the Fondation was also inspired by the House of Martell's historic Gâtébourse building in Cognac. Built in 1929 on land acquired by Jean Martell in 1750, the structure – a stack of reinforced concrete cubes with five levels, three terraces and a rooftop terrace – was, until 2005, home to Martell's bottling lines. The exterior renovation of the building, orchestrated by Bordeaux architects Brochet-Lajus-Pueyo, which opened up the façade, further strengthened the ties between the House of Martell and the town of Cognac.

With its diverse and original schedule of events accessible to a wide range of visitors, the Fondation d'entreprise Martell is set to become a new destination for cultural tourism in France. As a space of discovery and experimentation, the Fondation will draw the heritage of Martell and Cognac into a dialogue with artists and designers from all over the world. As a centre for innovation and culture deeply rooted in the local area, it will become a motor for long-term growth and development, raising the profile of the entire Nouvelle-Aquitaine region.

As its opening act, the Fondation d'entreprise Martell will display an in situ commission by the French artist Vincent Lamouroux on the ground floor of the building from 15th October 2016 to 31st January 2017. This immersive artwork, which will occupy more than 600 m², will be curated by Nathalie Viot and produced by Less Is More Factory, offering an enticing glimpse of the future cultural schedule of the Fondation.



“The Fondation d'entreprise Martell will be curious, open and transversal. Its mission is to become an original space in Cognac which stimulates pleasure and curiosity, and nurtures creation and innovation. It will bring together, around projects of variable dimension, artists and artisans, new technologies and traditional savoir-faire. The experts and creative talents it calls upon will contribute their skills, openness and contacts, and will find in return a home for their projects. The Fondation will work to reveal talent within the realm of cognac, and more generally within French art and artisanship, on an international scale. Last but by no means least, it will become a benchmark for research and collaboration, perpetuating and celebrating the spirit of Martell.

The Fondation d'entreprise Martell will be fluid, adaptable, visible and accessible. Visitors will experience diverse environments, materials, skills and artistic approaches. They will come to hear, to see, to feel, to make, to invent, to read, to dream... This relationship with creation will extend to the digital sphere, via the website and the application offering a virtual tour of the site, and within the company, via the involvement of Martell personnel in the artistic project. All 450 employees will be able to join the adventure, bringing their energy and expertise to the schedule of events by suggesting ideas, participating in workshops, and sharing their impressions on a dedicated platform.”

Nathalie Viot
Director of the Fondation d'entreprise Martell
Curator of *Par Nature*, 2016

PAR NATURE, 2016
VINCENT LAMOUREUX

An in situ commission by the Fondation Martell for its pre-opening

Vincent Lamouroux's installation is an artificial terra incognita, a mineral and botanical landscape that is – by nature – white. This work, as a form and as a field of experience, offers the possibility of an infinity of viewpoints. It invites visitors to wander along the extraordinary undulating walkways whose elevation speaks to and stimulates the adventurous of spirit.

The white halo fades out around the edges of the work as the sand is spread by visitors' footsteps. Thus, the imprecise contours offer a choice of entering the landscape or observing from a distance, allowing all to embark on a journey in space and time.

The artist has cultivated, down to the finest detail, the appearance of a wild landscape, fixing the dunes and considering the unstable properties of matter. The white veil he has cast over the work is as much the sign of an effacement as the evocation of a beginning.

Par nature, 2016 suggests the power of patient forms whose movement is beyond time.

Par nature, 2016 was curated by Nathalie Viot, produced by Less is More Factory and installed in partnership with Verallia and Tonnellerie Leroi, anchoring the project within the heritage of the Cognac region.

“Verallia is proud to support the Fondation d’entreprise Martell. Our glassmaking expertise finds a poetic echo in the work of Vincent Lamouroux: this same sand is transformed into glass bottles just a short distance away at our historic Châteaubernard site. Glass, the only material that can be infinitely recycled, is richly evocative in its own right.”

Emmanuel Auberger
General Manager, Verallia France

“For us, everything starts with oak. It is an endless source of inspiration, guiding whatever we make with perfection and attention to detail. It was therefore natural for us to supply the artist with the oak he needed for his work.”

Sylvain Charlois
Chairman, Charlois Group





VINCENT LAMOUROUX

Born in 1974 in Saint-Germain-en-Laye, Vincent Lamouroux lives and works in Paris.

The winner of the Fondation d'Entreprise Ricard award in 2006, Vincent Lamouroux has held solo exhibitions of his work at Vercorin in Switzerland (2016), Fontevraud Abbey (2011), MAMCO in Geneva (2005) and Crédac in Ivry-sur-Seine (2005), and group exhibitions at MUDAM in Luxembourg, IAC in Villeurbanne, MAC/VAL in Vitry-sur-Seine, CAPC – Musée d'Art Contemporain in Bordeaux (2009), Museum of Contemporary Art of Detroit, Institute of Visual Arts (Inova), Peck School of the Arts, University of Wisconsin, Milwaukee, Hyde Park Art Center in Chicago (2010) and LOST in LA, Los Angeles (2013). In 2015, he displayed a public artwork, Projection, on Sunset Boulevard, Los Angeles.

Vincent Lamouroux is currently preparing an extraordinary new project in the Californian desert. His work will also be on show in France at Le Havre 2017.

Vincent wishes to thank the installation team: Eden Morfaux, Claudia Struve, Simon Popieul, Gaël Guédon, Iouri Camicas, Jeff Couturier and Christophe Pennetier, as well as Cyril Courpon, Marie-Ange Salomon, Guillaume Dubois and Bernard Sauty of the House of Martell.

LESS IS MORE FACTORY

Less is More Factory has accompanied the House of Martell since January 2016 in setting out the direction of its cultural foundation. In line with the history of Martell, its savoir-faire and its commitment to supporting contemporary creation, we designed an ambitious program to occupy the 6,000 m² of the former bottling plant known as Gâtébourse. Clearly focused on innovation and technologies, the program brings together contemporary art, design, artisanship, digital experience, olfaction and transmission.

Under the curatorship of Nathalie Viot, Less is More Factory undertook the first commission in the building, which is currently being renovated, by inviting the artist Vincent Lamouroux to create an installation on the ground floor. His ephemeral and immersive work evokes values and materials that constitute the DNA of Martell: travel, light, nature/ wood, glass, plants.



NATHALIE VIOT

Nathalie Viot is an art historian and critic. A graduate in Aesthetics, Arts and Cultures from the University of Paris I – Panthéon Sorbonne, she served as a contemporary art consultant to the City of Paris between 2004 and 2013. She co-directed the artistic accompaniment of the T3 Est tramway before joining MAMCO in Geneva as general coordinator of the museum's 20th anniversary. Her expertise includes art direction, exhibition curatorship, consultancy, teaching and production of cultural and artistic events. She has also co-directed the Chantal Crousel gallery in Paris, and produced the program Dialogues for France Culture for four years. In 2014, she co-founded Less is More Factory as an interface for consultancy, art direction and cultural project production, conceiving the preview of the Martell Foundation prior to becoming its director in January 2017.

THE PARTNERS OF PAR NATURE

Par nature, 2016 was created in collaboration with two local businesses, Tonnellerie Leroi and Verallia, which are historic partners of the House of Martell.



VERALLIA

Verallia is an independent group which is one of the world's top three producers of glass packaging for food and drink, offering innovative, personalized and environmentally respectful solutions. In 2015, Verallia produced approximately 15 billion glass jars and bottles. The company's operational model is founded on the combination of a strong international network (an industrial presence in 13 countries and a commercial presence in 45 countries, with five technical centers and 12 product development centers) and a close, local-based relationship with clients in every region. In 2015, Verallia had turnover of 2.4 billion euros.



CHARLOIS | TONNELLERIE LEROI

For six generations, the Charlois family has specialized in the selection of oak and the splitting and natural aging of staves. The company was founded in 1928 in Murlin, in the Nièvre region, by Eugène Charlois, and originally worked directly in the forest. It developed into an integrated group by acquiring cooperage activities from 2006 (including Tonnellerie Leroi in 2009) and reinforcing its core operations with the acquisition of the Malviche forestry and sawmill business in 2008. The only cooperage which is fully integrated from forest to barrel, the Charlois Group is France's leading forestry operator by volume of French oaks purchased and transformed every year. In order to pursue its development around oak, the group invested in research into the tree's cosmetic properties with the acquisition of a laboratory in 2010. This resulted in the discovery of an extract - now patented - with an exceptional, proven anti-oxidant action, and the launch of an anti-aging skincare line, La Chênaie, in January 2016.



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.



GÂTEBOURSE - A HISTORY SPANNING MORE THAN 265 YEARS

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.

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. This choice - rare in the context of renovation and redevelopment projects - reflects the House of Martell's commitment to architecture that respects its surroundings, and social and environmental responsibility.

The main entrance, on avenue Paul Firino Martell, opens onto Le Passage, a wooden architectural structure designed to evoke the upturned hull of a ship, instantly inviting visitors to embark on a voyage - the crossing made by Jean Martell from Jersey to Cognac in 1715, perhaps, or one of the first overseas shipments sent from Charente as early as 1721. Like a bridge between past and present, Le Passage is the starting point of a sensory and architectural journey, opening up a single perspective that runs from avenue Paul Firino Martell to the Founder's House, taking in the forecourt.





FONDATION D'ENTREPRISE MARTELL

Par nature, 2016

Vincent Lamouroux

Practical information

15th October 2016 - 31st January 2017

Address:

Avenue Paul Firino Martell

16100 Cognac

Opening days and times:

Wednesday to Sunday from 12 noon until 7 pm, Thursday until 8 pm

Entrance free

Information:

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**LESS
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