

## **ESTELLE FRANCÈS LASSERRE**

Born in 1971 (France), Estelle Francès Lasserre has a degree in European distribution and marketing (Bac+3 Négocia), in international management (BBA ESSEC), in management of cultural organizations (Master 2 University Paris Dauphine), and in History of Arts with a specialization in the management of artworks (Master 2 University Jules Verne Picardie). Both a humanist collector and a committed cultural manager, her career reflects an almost militant path, continually accompanied by the work that punctuates her life. Insatiable, she multiplies the projects that will allow her to permanently and sensitively include the work of art in our society. As a socially responsible company manager and a collector who considers the work of art on a historical, aesthetic and resolutely human level, she considers it on a daily basis from the point of view of repair, construction, the testimony and memory of a being or the history of the world. In 1995, she met Hervé Francès, who was then working in communication for the EPSCI, "they got married (2003) and had many children (Matthieu 2003, Baptiste 2005, Diane 2007 and Adrien 2010)".

### **FROM THE AUTOMOBILE INDUSTRY TO THE WORLD OF ART**

Estelle Francès Lasserre graduated from BBA ESSEC in 1995 and worked for 10 years for European automotive groups, first of all Renault, where she deployed the architectural concept of the 2000 dealerships and trained the management teams in marketing techniques for mass distribution and fast food restaurants. Then she joined the multi-brand group Volkswagen France, where she was responsible for communication and marketing, forecasting for the Audi and Volkswagen brands and relationship marketing. Experienced in the marketing and sales practices of the industrial environment, she thrives in a very marked field with multiple experiences that assert a personal accomplishment. However, it is an ambivalent universe by nature, which lacks an artistic imprint, and this imprint is clearly at the heart of Estelle Francès' personal and historical commitments. Indeed, in parallel, Estelle has been involved since 1991 in a cultural association called ACCES (treasurer), where the practices of textile art, drawing and painting are the pretext for social integration, especially for women.

In 2003, the birth of his first child brought about an indispensable alignment between his personal convictions and his professional project.

The year 2004 is a decisive turning point, she creates her company ARROI, "ART'N'ROI", the return on investment of art, to accompany art in companies in the respect of the work and to build synergies between different professional worlds. In this continuity, she develops strategies of patronage in order to encourage private or public initiatives for culture, especially towards young graduate artists. Through ARROI, she is also a specialist in the management of private collections, she advises and brings a unique know-how for the conservation of the work in order to better collect and support artists.

***Arroi.fr***

### **THE FOUNDATION**

An inveterate collector with her husband, Hervé Francès, they decided in 2008 to create the eponymous corporate foundation to present to the general public their collection of

contemporary art initiated in 2004 and exhibited at the time in the premises of the founding companies OKO, the communication agency created by Hervé in 1993, and ARROI, a cultural engineering company created by Estelle in 2004. Today the collection contains nearly 600 works, 260 artists from 45 countries. A collection whose scientific content is revealed by its very precise theme: man and his excesses, and is regularly exhibited within the walls of the Foundation. The aim of the Foundation is to initiate dialogue and make the works accessible in a region devoid of initiatives of the same nature and to support living creation. Since 2009, the Fondation d'entreprise Francès, under the curatorial responsibility of Estelle Francès, has hosted 23 exhibitions and about 15 outside the walls, including a major retrospective of about a hundred works at the Dr Guislain Museum in Ghent in 2013. The Foundation's project to promote and disseminate the collection is supported by ARROI. It is a large-scale project that requires a sustainable and human-oriented commitment.

***fondationfrances.com***

### **ASSOCIATIVE COMMITMENT**

Experience in the associative field and general interest has marked the DNA of Estelle Francès Lasserre from a very young age. Thus, it is at the centre of her preoccupations and allows the evolution of a global project around the accompaniment and accessibility to contemporary art for all. The Foundation has and distributes a collection of contemporary art that it carries within its walls with systematic mediation to give access to the works and share experiences with viewers. The creation in 2013 of a separate association "La Fabrique de l'Esprit" by Estelle Francès Lasserre increases the possibilities of offers in a precise framework dedicated to cultural education and pedagogy. She then asserts her desire to make contemporary art accessible to all, from the earliest age, and designs a programme of education and cultural experimentation consisting of art history courses and a programme of artist residencies to allow experimentation and the discovery of different practices and intentions. This association, recognized for the quality of its programmes, becomes in 2017 a member of the french clubs for UNESCO

***lafabriquedelesprit.fr***

In 2015, she will continue to develop her associative struggle by creating "Françoise pour l'œuvre contemporaine en société" (Françoise for contemporary work in society), once again ensuring consistency in her commitments by supporting artists over a long period of time, through prizes and commission projects, international residencies. These orientations are always directed in favour of the protection of artistic creation and its memory. To consolidate this project, it has created the francoiseartmemo.fr digital platform, an indispensable showcase for the visibility of the work of the artists it supports. This association also runs an international competition reserved for graduates of art and design schools under the age of 35.

***Francoiseartmemo.fr***

Invested in artists for almost 30 years, it develops decentralized projects for the democratization of culture with the deep belief that art promotes individual development and contributes to building an altruistic society, less plagued by individualism and profit.

A philanthropic and societal ambition carried by a woman defying the constraints of a society that is prey to certain political, economic and moral injunctions.  
A challenge of great magnitude that requires agility and mobility to adapt, initiate and accompany transformations.

Recognized by her peers and distinguished for her professionalism and commitments, Estelle Francès Lasserre has been a member of C E A since 2011 and sits on the creation aid commissions of the CNAP (2013), the Drac Picardie (since 2015), is a member of the jury of the Salon de Montrouge (2013) and participates in the study of artist files for the Marcel Duchamp Prize (2015). Estelle is a member of the contemporary art acquisition group of the National Modern Art Museum - Centre Pompidou (since 2015).

In January 2013, she was appointed Knight of the Order of Arts and Letters by the Minister of Culture and Communication, Aurélie Filippetti.

#### PRESS REVIEW

- Articles herewith
- links

<https://arroi.fr/fr/revue-de-presse-la-gazette-drouot/>

<https://arroi.fr/fr/lux-une-energie-roumaine-presentee-en-video/>

<https://www.youtube.com/watch?v=597m89-Mbf0>