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PRESS RELEASE

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**EUROPEAN HERITAGE DAYS 2024:
NEW CREATIVE EXHIBITS AT 40, RUE DE SÈVRES**

In Celebration of European Heritage Days on September 21 and 22, Kering will welcome the public to its historic headquarters, the former Laennec hospital, with extended hours on Saturday evening.



Every year since moving into this historic site in 2016, Kering has taken part in European Heritage Days, inviting the public to discover and rediscover the historic venue and participate in a unique dialogue between heritage and contemporary creation.

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***Éloge de l'espace*, a new exhibition of works from the Pinault Collection**

Every year, the Pinault Collection takes over the Laennec chapel, built under Louis XIII, to offer visitors an artistic journey through the eyes of contemporary artists.

This year, the new exhibition, entitled *Éloge de l'espace*, brings together works by Nairy Baghramian, Pier Paolo Calzolari, Trisha Donnelly, Anne Imhof, Mario Merz, and Danh Vo, who, while embracing abstraction, also reveal a sense of figuration.

Focusing on the concept of "passages", the works presented in the chapel's unique setting create an accelerated succession of images, planes, and depths sublimated within the space.



An exhibition by the Maison Balenciaga: *The subtleties of a dialogue*

In 2001, the House of Balenciaga set up an archives and heritage department dedicated to the preservation, promotion and creation of Cristóbal Balenciaga's works, and developed a policy of conservation and acquisition. Today, over 900 pieces by the Spanish master enrich the collections of this heritage department.

As part of European Heritage Days 2024, Maison Balenciaga has chosen to highlight a new selection of these unique creations, presenting them as *objets d'art* and opening a dialogue between those by Cristóbal Balenciaga and those by Demna, the House's current artistic director.

This installation, divided into six themes (collar, sleeve, ornament, black, waist, and silhouette), offers a glimpse into the imperceptible that defines the Balenciaga aesthetic. Revealing details that are sometimes too discreet to be fully noticed, in the form of an ongoing dialogue between past and present, allows us to grasp both the technical excellence and rich creativity of the House.

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40 rue de Sèvres, former Laennec hospital

40, rue de Sèvres, is one of Paris' heritage gems. Home to the Laennec Hospital until 2000, it then underwent a vast rehabilitation project, as the architectural masterpiece had been subjected to numerous changes to its original appearance in order to cope with the demands of hospital life.

The challenge was an immensely complex one: to restore the site without betraying its spirit, while at the same time respecting its listed areas, such as the chapel built during the reign of Louis XIII.

Since 2016, the site has been home to the headquarters of Kering and Balenciaga. The Group has actively contributed to the site's rebirth and change of use, demonstrating the utmost respect for its architectural quality and historical dimension.



To mark the 41st European Heritage Days, whose theme is Sustainable Heritage, Kering wanted people to discover the history of this exceptional location and to make every generation aware of the importance of preserving and enhancing heritage.

Practical information

September 21 and 22, from 10am to 7pm (last entry at 6pm), and late-night opening on Saturday 21st until 11pm (last entry at 10pm).

About Kering

A global Luxury group, Kering manages the development of a series of renowned Houses in Fashion, Leather Goods and Jewelry: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, DoDo, Qeelin and Ginori 1735, as well as Kering Eyewear and Kering Beauté. By placing creativity at the heart of its strategy, Kering enables its Houses to set new limits in terms of their creative expression while crafting tomorrow's Luxury in a sustainable and responsible way. We capture these beliefs in our signature: "Empowering Imagination".

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