

# Madrid Premium Fest

## Identity, Culture and Premium Branding

*November 2012*



# Sommaire

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- **Monnaie de Paris**
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# Monnaie de Paris – Coining a new brand



# Open-up a 18th c. palace



# Contemporary intervention



# A 200-year tradition of *savoir-faire* for innovation



# Open doors to creators – Christian Lacroix



© Christian Lacroix

# New partnerships for unique luxurious creations



Taj Mahal – in association with Cartier and Goyard



© Matérialiste.com



# Major temporary exhibitions



© David LaChapelle

*La Monnaie de Paris et le Jeu de Paume présentent*

# WILLY RONIS

16/04 – 22/08/10

**EXPOSITION À LA MONNAIE DE PARIS**  
11, QUAI DE CONTI, PARIS 6<sup>e</sup>

coproduite par

MONNAIE DE PARIS **JEU DE PAUME**

Avec le concours du ministère de la Culture et de la Communication et de la Médiathèque de l'architecture et du patrimoine.  
Le Jeu de Paume bénéficie du soutien de NEUFLEZE VIE, mécène principal.

MOUS arte de lair ovoc. **RESEAU**

du mardi au dimanche de 11h à 19h  
Nuitons de nuit jusqu'à 16h30  
Tous les jours et le 1<sup>er</sup> mai

Willy Ronis, 1908-1995, est un artiste français, peintre, photographe, journaliste et écrivain. Il a été membre du mouvement surréaliste et a travaillé pour le magazine L'Œuvre. Il a été élu à l'Académie des Beaux-Arts en 1981.

# Popular cultural events



Open night with projections

© André Cotonnet

# New museum experience



© Studio Roberto Ostinelli

# French Art de vivre



Concept store Patrick Cox Tokyo © Wepulse.com



Guy Savoy © Terroirs de chefs.com



Weekend Care à la Monnaie de Paris © Cafe



La Nuit des musées

# Monocle article, 2011 10

## 10 MUSÉE DE LA MONNAIE ►

The Hôtel de la Monnaie is a factory in central Paris where coins and medals have been minted since 1775. The public will now get access to it as a €30m renovation project is set to open up the vast and largely impenetrable site with several new entrances and passages. The project combines culture (temporary and permanent exhibitions), commerce (boutiques and a new location for Guy Savoy's three-star restaurant, due to open for business in September 2012) and industry (250 metalworkers from founders to engravers). Architect Philippe Prost's plan will bring 21st-century touches to the neoclassical structure, integrating metals of different shades and allowing visitors to see the coin and medal makers at work. 'I wanted to emphasise the relationship between the building and the craftsmanship inside,' he explains. A contemporary garden (pictured right) will feature a pool with a graphic medallion design, similar to the coins at the bottom of the Trevi fountain. [www.monnaiedeparis.fr](http://www.monnaiedeparis.fr)



© Monocle

# Magnum agency to Magnum foundation



© Philip Jones Griffiths

# Magnum agency to Magnum foundation



© Marc Riboud

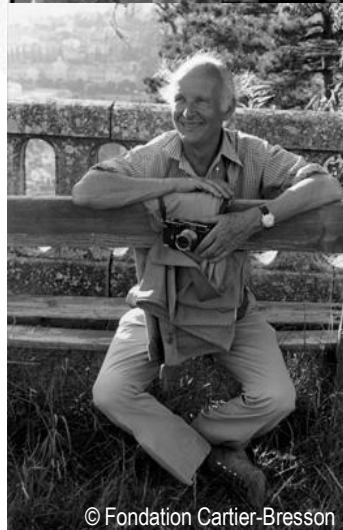
# Magnum agency to Magnum foundation



© Ferdinando Scianna

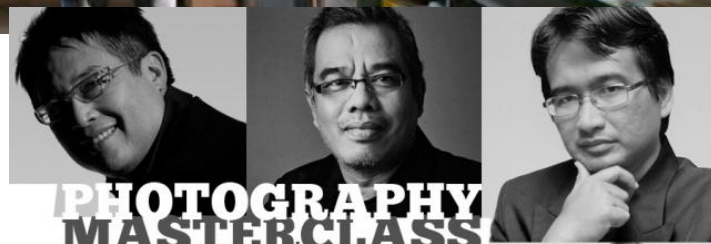


# Magnum agency to Magnum foundation



# Magnum agency to Magnum foundation

MAGNUM  
PHOTOS



© Mairie de Paris

# Bordeaux



# Bordeaux, new challenges



© Château Yquem

© J.-C. Gutner

# Bordeaux



© afn.com/Derrick Ceyrac



© MBA Bordeaux / L. Gauthier

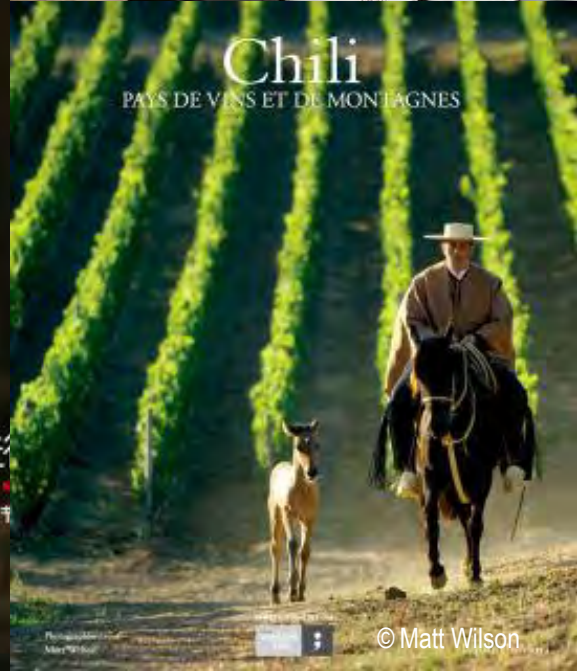
# Bordeaux



将爱情进行到底  
ETERNAL MOMENT  
2011年情人节



© Bordeaux-undiscovered



Chili  
PAYS DE VINS ET DE MONTAGNES

© Matt Wilson

© Eternel Moment

# Bordeaux

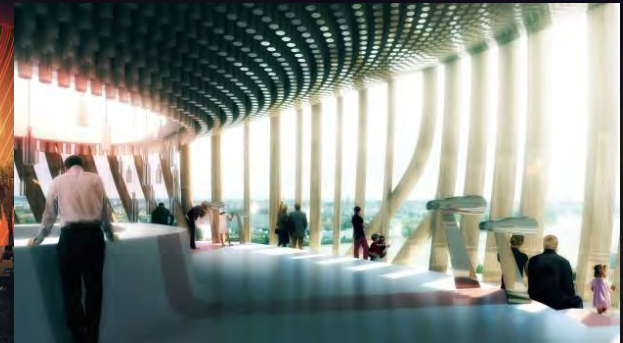
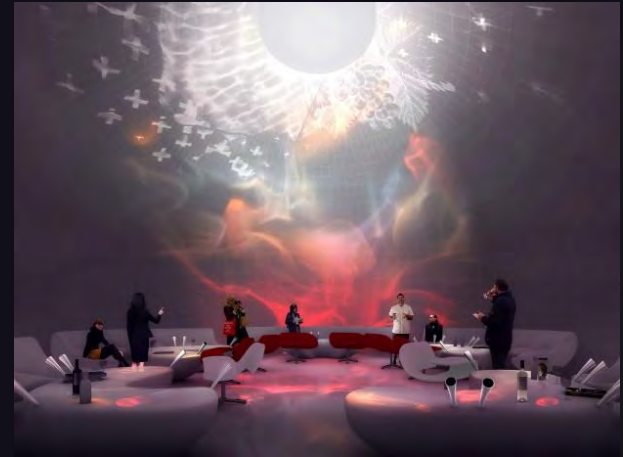


© Mairie de Bordeaux – Thomas Sanson





# Centre Culturel et Touristique du Vin



© X-Tu

# Poznan – City branding, through major environmental summit, sport events and cultural leading activities and events



# City branding through a major environmental summit



Stary Browar  
Najlenszye  
Świąteczne miasteczko  
17.11-24.12.2008



# A middle size european city looking for cultural leadership



# Social and urban challenges



# City branding through sports



Poznan new stadium © Skyscraperscity.com



Poznan Euro 2012 logo © poland.worldcupblog.org

# City branding through heritage revitalization



Old factory revitalization  
© skyscraperscity.com



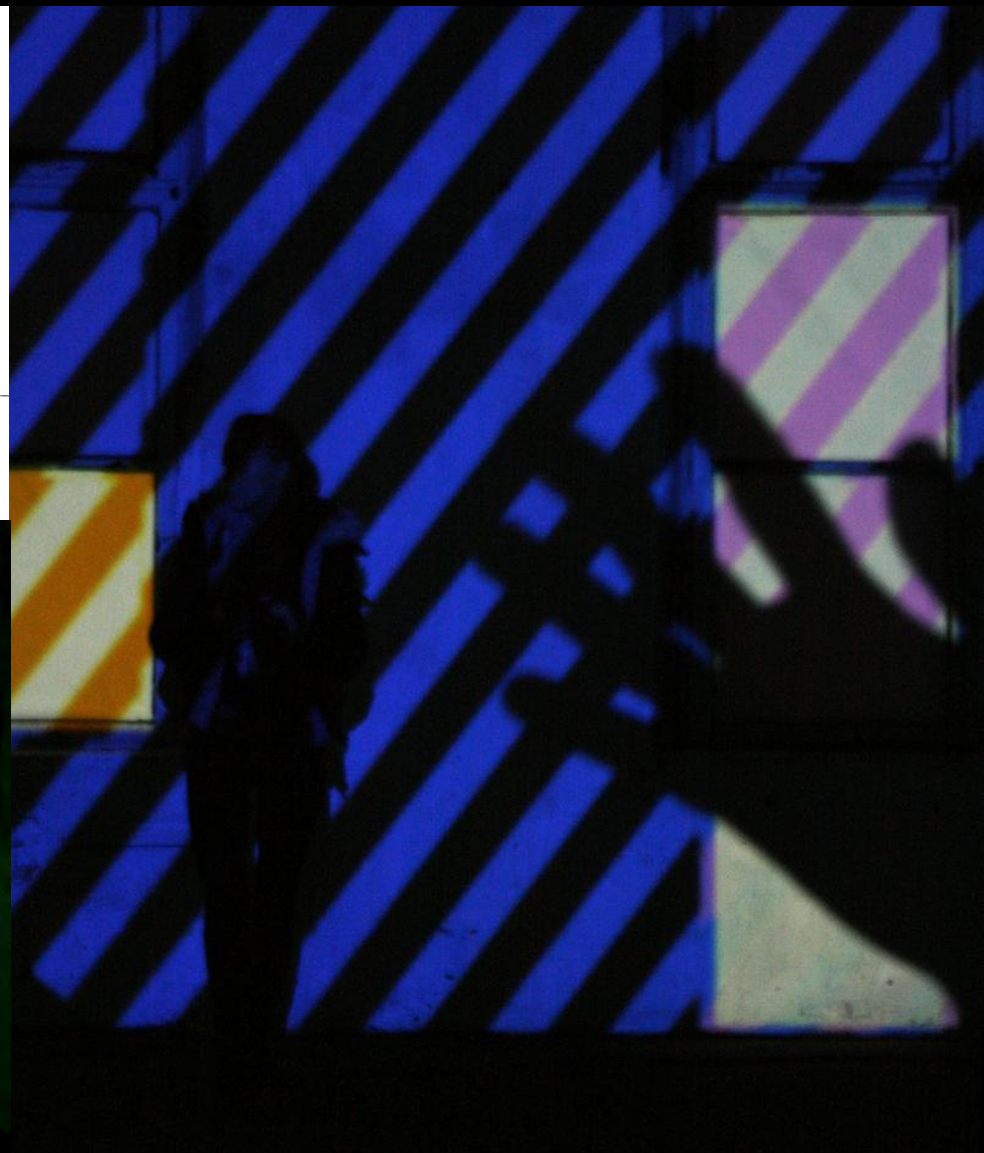
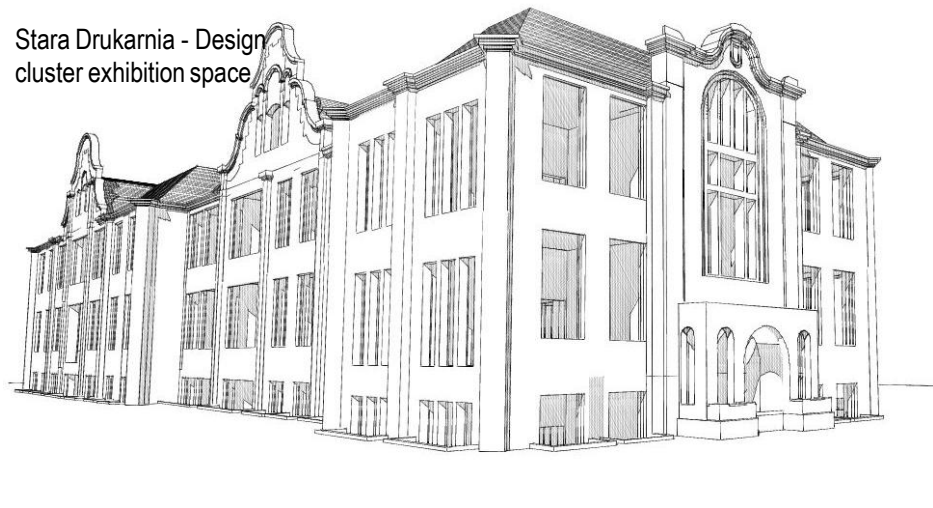
New station project © Trigranit



Art nouveau restoration © Skyscraperscity.com

# Investing in creative industries

Stara Drukarnia - Design cluster exhibition space





# Promoting young creators

Stara Rzeznia -  
Concert



# Cultural leading events



Stara Gazownia - Festival

# Cultural leading events

Stara Gazownia –  
Puccini – La  
Bohême, 2010



# Cultural leading activities

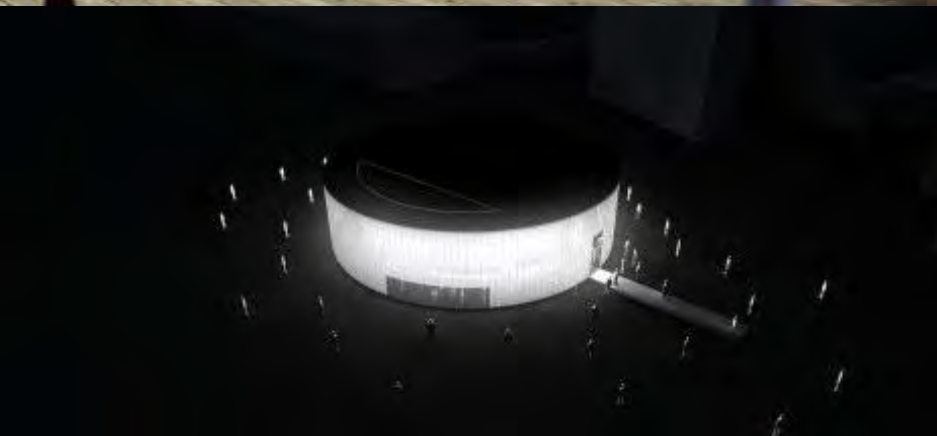


**NOWA GAZOWNIA**



Nowa Gazownia – Contemporary art centre project

© Agencja Gazeta



# Poznan Cultural Storm





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