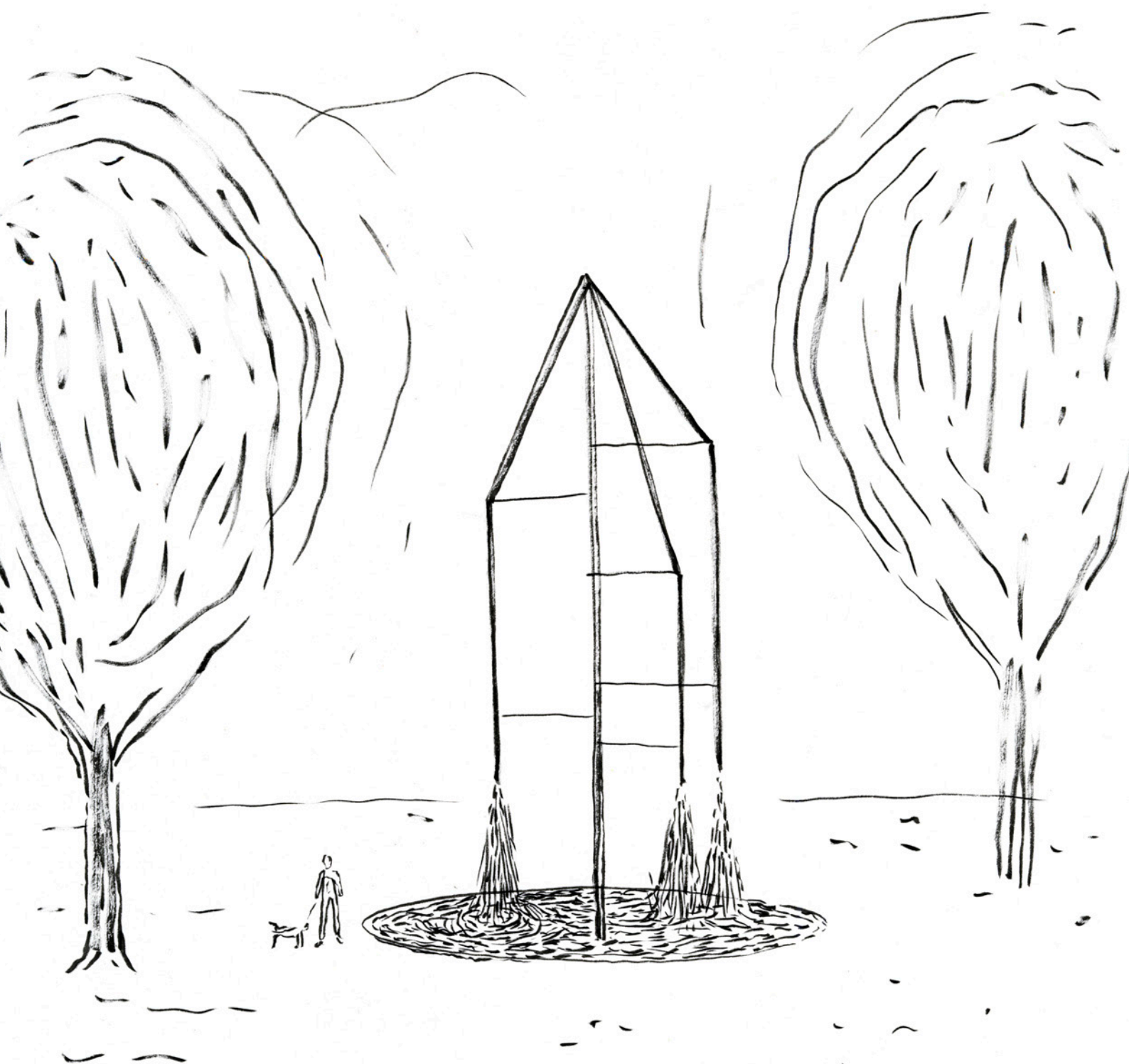


Les Fontaines des Champs-Élysées

Paris

PRESS KIT



March 2019

Press contact:

Image Sept

Anne Auchatraire

Laurence Heilbronn

Anne-Charlotte Talbourdet

+33 (0)1 53 70 74 70

Contents

Message from Anne Hidalgo, Mayor of Paris	— 04
Message from Ronan and Erwan Bouroullec	— 08
Le Fonds pour Paris - Paris Foundation	— 12
The rebirth of the Champs-Élysées Fountains	— 14
<i>Site and history</i>	
<i>The birth of the project</i>	
<i>Key dates</i>	
The new fountains : Water - Light - Movement	— 20
<i>Project description</i>	
<i>A technical and artistic feat</i>	
<i>Swarovski crystal</i>	
<i>Data and key figures</i>	
<i>A responsible and sustainable project</i>	
- closed water circuit	
- power supply and operation	
A collective adventure	— 34
<i>Ronan and Erwan Bouroullec</i>	
<i>Atelier blam Lemunier & Meyer</i>	
<i>Swarovski</i>	
Funding	— 54
<i>The patrons of the project</i>	
<i>Patrons supporting Fonds pour Paris</i>	
Acknowledgements	— 61
Photo credits	— 61

A message from Anne Hidalgo, Mayor of Paris

“Paris boasts outstanding appeal. It is the world’s most popular tourist destination, the capital of fashion and contemporary art and the European capital of start-ups and innovation.

The city has countless attractions, in particular its exceptional architectural and cultural heritage.

In order to face the key challenges of the 21st century, Paris must consolidate and further strengthen this position. Paving the way for the future therefore means implementing projects which will reshape the face of the city. The best way to reinvent the city is to bring art into public spaces and restore its heritage.

The first illustration of this desire is the rebirth of the Champs-Élysées fountains, the bridge between past and future.

I firmly believe that patronage has a key role to play in this context. I would therefore like to commend the increasing presence of patrons in the artistic and heritage development of Paris.

Such is the aim of Fonds pour Paris — Paris Foundation, which I decided to create and which vigorously embodies a new approach to fund-raising in France.

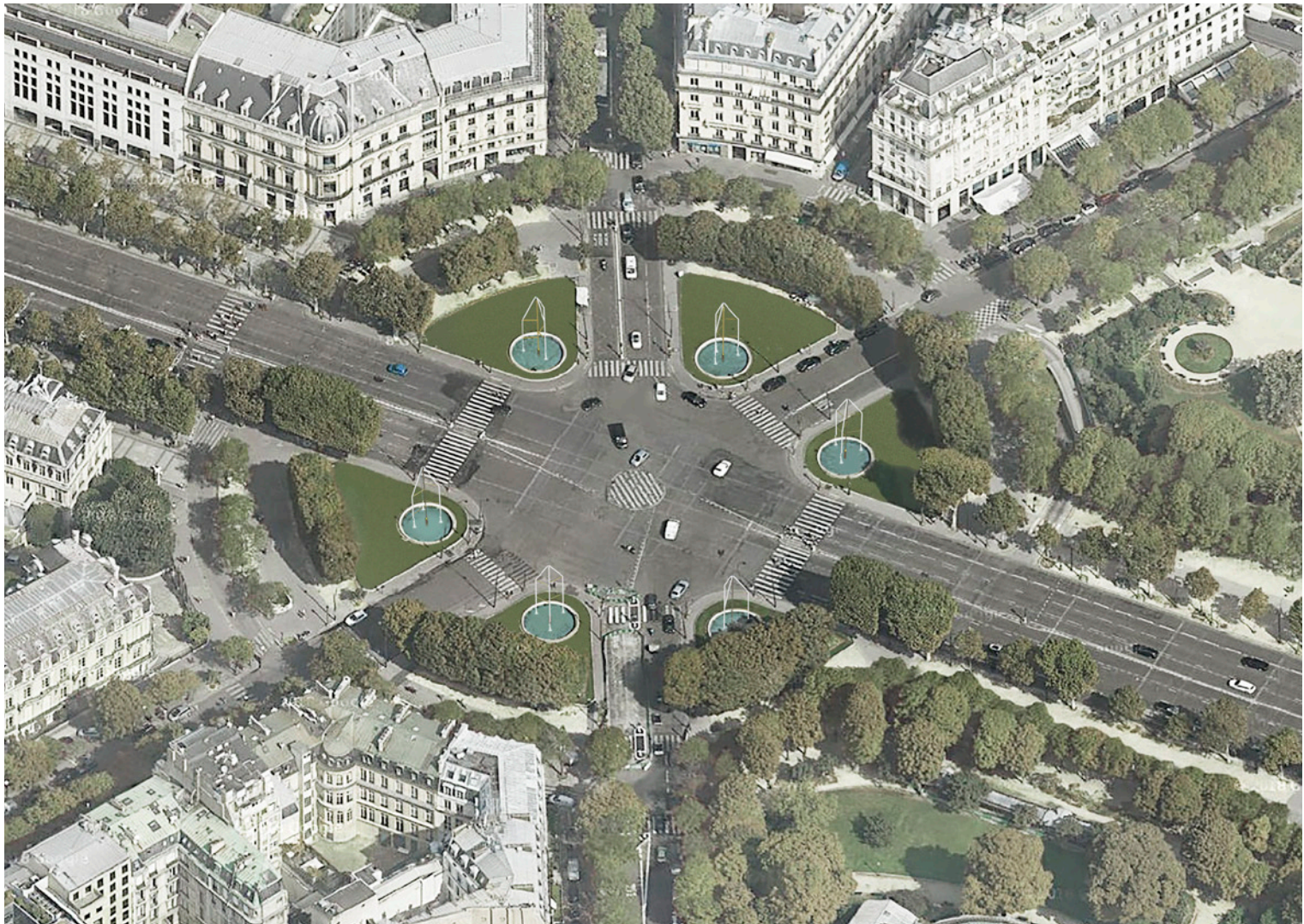
To all lovers of Paris, let me say once again that you will always be welcome to our city, a city which was built on sharing, dialogue and openness to the world. We need you to help uphold Paris as a free, innovative and generous city.

In an ever-changing world, we must, together as one, take care of the past and meet the challenges of the future.”



Anne Hidalgo
Mayor of Paris





The Rond-Point des Champs-Élysées with the six new fountains erected in the original basins.



These fountains interweave water, light and movement and restore the symmetry of the site.

A message from Ronan and Erwan Bouroullec

For the new fountains of the Rond-Point des Champs-Élysées, we wanted to offer this exceptional and popular site, which articulates joys and sorrows, a highly ambitious technical and aesthetic creation intended for everyone.

Our aim was to blend into the urban landscape, to highlight as delicately as possible the view between Place de la Concorde and Place de l'Étoile, and to subtly mark the passage from the peace and quiet of the gardens to the bustle of the Avenue des Champs-Élysées. We sought to find the right balance between this unique historical setting and a modern offering.

These fountains, erected in six basins, interweave water, light and movement and restore the symmetry of the site. Each structure consists of a 13m-high central mast in bronze, which supports a series of crystal light hangings through which the water flows and falls.

The fountains revolve slowly to accompany passers-by and the movement of traffic. Their ballet mirrors the natural choreography of the setting. This rotation, in addition to the mirror-like effects of the crystals, produces a continuous shimmer and provides an ever-changing perspective.

The chains of crystal reflect the variations in the light, the seasons, the skies, the trees and the headlights of cars. At nightfall, the fountains light up to evoke a luminous, aerial display. Like a marvel presented to passers-by, their aim is to create feelings of surprise and joy. These feelings are also enhanced by the play of water, its musicality and cheerfulness.

From the workers to the engineers, from our workshop staff to the technicians, the passionate energy and generosity of all those involved has contributed to producing this outstanding piece of work. A genuinely collective intelligence gradually took shape to meet the technical complexity of this undertaking.

A message from Ronan and Erwan Bouroullec

Durability, a rigorous assembly and ease of maintenance were at the heart of this engineering feat. The fountain structure was built using a bronze and aluminium alloy designed to resist extreme conditions. Crystal and light have been combined in a tailor-made lighting feature. This crystal, which was specially designed for the project and boasts a unique, patented composition and assembly method, is weather-proof and capable of resisting environmental changes.

More than 250 people participated in the design and building of these fountains to produce technological wonders on a par with the most complex aeronautic works or timepieces. Over the course of three years, around fifty models, including five in real-size, and as many development steps were required to adjust all the technical and aesthetic aspects of this work. The expertise and cutting-edge technologies of the forty workshops and companies who took part in this unique adventure, and the sharing of knowledge and skills are what enabled us to develop this exceptional project.

It is an immense joy and honour for us to have brought together this unique collective of expertise and craft excellence to serve a creation which will belong to everyone.”





Le Fonds pour Paris - Paris Foundation

“[...] Paving the way for the future [...] means implementing projects which will reshape the face of the city. The best way to reinvent the city is to bring art into the public space and restore its heritage. I firmly believe that patronage has a key role to play. I would therefore like to commend the increasing presence of patrons in the artistic and heritage development of Paris. Such is the aim of Fonds pour Paris — Paris Foundation, which I sought to create and which vigorously embodies a new approach to fund-raising in France [...]” Anne Hidalgo, Mayor of Paris.

Fonds pour Paris, a private organisation whose aim is to raise funds through patronage for the restoration of Parisian heritage and the emergence of contemporary art in public spaces, was created in May 2015 by the Mayor of Paris.

It is managed by Anne-Sylvie Schneider, the former Director of Communication for Paris City Hall, and presided by Rémi Gaston-Dreyfus, CEO of GDG.

Paris is thus the first French city to have an endowment fund devoted entirely to the search for patronage.

As a firm believer in the impact of culture and the preservation of heritage on the quality of life and community, and for the greater good of Parisian tax-payers, Fonds pour Paris reaches out to private companies and individuals mindful of the beauty of Paris, for the integral funding of its projects.

In order to extend this quest on an international scale, Paris Foundation, a non-profit American foundation, was created in 2016 and currently raises funds in the United States.

The rebirth of the six Fontaines des Champs-Élysées, the first project led by Fonds pour Paris, funded entirely through patronage and achieved in just three years,

Le Fonds pour Paris - Paris Foundation

embodies the necessity for public authorities to draw support from an organisation of this type, at the service of heritage and the international renown of Paris.

Fonds pour Paris, based in the Marais district of Paris, is overseen by a 15-member Board of Directors, composed of 10 figures from the business world, namely **Jean-Jacques Aillagon, Nathalie Bellon-Szabo, Laurent Dassault, Rémi Gaston-Dreyfus, Dominique Hazan, Guillaume Houzé, Philippe Journo, Anne Méaux, Eric Molinié** and **Franklin Servan Schreiber**, and 5 elected representatives of the Paris City Council: **Patrick Bloche, Catherine Dumas, Jérôme Gleizes, Fadila Mehal** and **François Vauglin**.

It is run and coordinated by 2 people.



The rebirth of the Champs-Élysées Fountains

Site and history

The Rond-Point des Champs-Élysées-Marcel-Dassault was originally designed in 1670 by André Le Nôtre, landscaper to Louis XIV, as part of the development of the Jardin des Tuileries. At that time, the garden was to open onto the surrounding countryside via the Avenue des Champs-Élysées, created in 1667 as an extension of the central avenue of the Tuileries. With a diameter of 168 metres, this new roundabout was located at the end of the Grande Allée du Roule.

In 1771, the luxurious Colisée recreational park was inaugurated at this site, between the present-day Avenue Matignon and Rue Jean-Mermoz. Open from 1771 to its definitive closure in 1780, it was then demolished, apart from one pavilion facing the Rond-Point, the *Salon de Flore*.

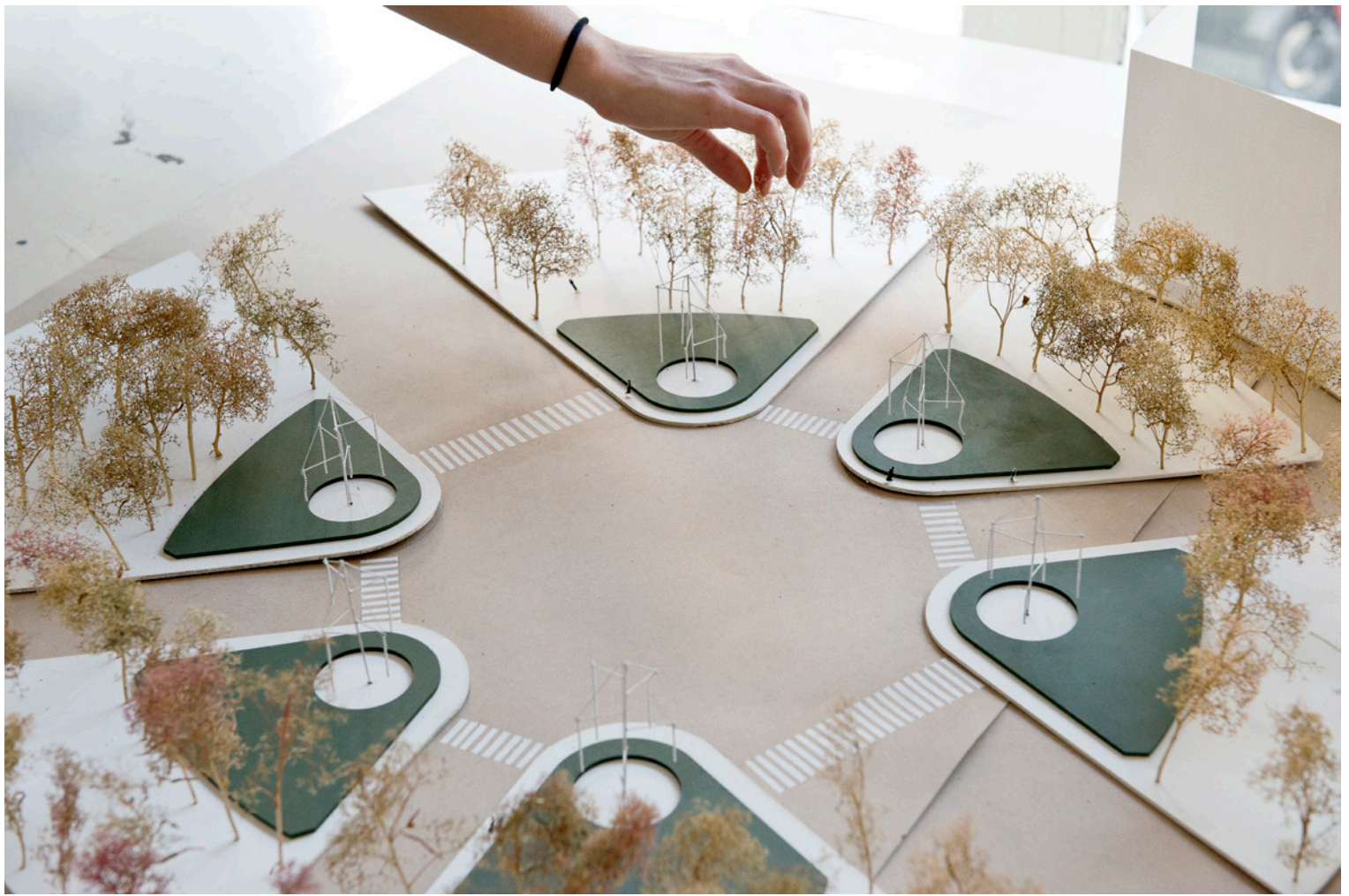
During the French Revolution, the National Convention ordered the erection of a statue of Jean-Jacques Rousseau, but this project never came into being. During the same period, a burial mound commemorated the assassination of Jean-Paul Marat.

The first fountain on the Rond-Point des Champs-Élysées was created in 1817. This large water spray and basin, called La Gerbe, was set at the centre of the roundabout by Jacques Ignace Hittorff. Deemed a disruption to traffic flow, it was demolished in 1854 and the square was redesigned to plans drawn up by the engineer **Adolphe Alphand**. The idea of six surrounding basins took shape. These new fountains consisted of a bundle of reeds in cast-iron, from which the water flowed.

In 1932, master glass-maker **René Lalique** added glass and light to the structures. These ornamental additions were sadly too fragile and were replaced in 1958 by the more sober and robust designs of **Max Ingrand**.

In 1998, the advanced state of deterioration of Max Ingrand's pieces, coupled with the faulty hydraulic system, led to the definitive shutdown of the fountains.

After twenty years of disuse, the six basins of the Fontaines des Champs-Élysées have been revived, thanks to Ronan and Erwan Bouroullec's project to install six monumental basins, thus reinstating the Rond-Point des Champs-Élysées as a key feature at the heart of Parisian life between the Tuileries, Concorde and the Arc de Triomphe.



Model of the integration of the six new fountains at the Rond-Point des Champs-Élysées.



The Rond-Point des Champs-Élysées in the late 19th century.

The rebirth of the Champs-Élysées Fountains

Site and history

From 1858 to 1998, the fountains of the Rond-Point des Champs-Élysées underwent three successive designs.

Alphand Period

These fountains were created by Adolphe Alphand between 1858 and 1867 as part of a wider project to develop the Champs-Élysées gardens. The decorative aspect of the new fountains consisted of a bundle of reeds made from cast iron, with the water jets coming from the centre.

Lalique Period

From 1932 to 1958, the central decoration was replaced by a glass piece by Lalique, designed to highlight the roundabout with artwork playing on transparency, water and light. The composition featured two motifs: one decorated with pigeons, the other with squirrels. This decoration was taken down in 1958.

Ingrand Period

The last glass decoration was designed by Max Ingrand and featured the idea of broken glass similar to the Victor Hugo Fountain in the 16th arrondissement. Ingrand's corolla greatly deteriorated over time, and by 1998, when the fountains were shut down definitively, very little of the original glass remained.



The central decoration of the Champs-Élysées fountains, Alhand period.



The glass fountains created by Lalique.



The glass fountains designed by Max Ingrand.

The rebirth of the Champs-Élysées Fountains

The birth of the project

In 2016, Fonds pour Paris – Paris Foundation was called on to lead the restoration of the six Champs-Élysées fountains.

The revival of the Fontaines des Champs-Élysées, accomplished in just three years, was funded entirely through patronage.

The project provided for:

- Repairs to the basins and infrastructure networks
- The creation of new fountains

Fonds pour Paris – Paris Foundation examined Ronan and Erwan Bouroullec's proposal on the basis of a specifications brief drawn up in close collaboration with all the public bodies involved in a project of this scale: ABF (Architectes Bâtiments de France), Inspection des Sites (the site inspection body) and the DRIEE (Regional & Inter-Departmental Directorate for the Environment and Energy).

The project put forward by Ronan and Erwan Bouroullec, previously selected by Paris City Hall and the Fonds pour Paris Board of Directors, was studied and unanimously approved at the same hearings.

The project was adopted definitively on 23 March 2017 by prefectural decree. Works began in November 2017 on the restoration and water-proofing of the basins, in addition to the complete overhaul of the underground technical networks and water circuits.

The rebirth of the Champs-Élysées Fountains

Key dates

June 2016

Fonds pour Paris commissioned a study from Ronan and Erwan Bouroullec on the project for the new Champs-Élysées fountains.

September 2016

Ronan and Erwan Bouroullec presented their preliminary plans and models.

December 2016

The project was presented to Paris City Hall and the Board of Directors of Fonds pour Paris.

December 2016

The project was presented to Architectes des Bâtiments de France and the DRIEE.

March 2017

Validation by the Commission des Sites.

March 2017

Fonds pour Paris began fund-raising through patronage.

March 2017

Model/prototypes to scale in Nantes

November 2017 - November 2018

Renovation of the fountain infrastructure and hydraulic system

November 2017

Building of the chassis

December 2017

Renovation of the basins

May/June 2018

Installation of the chassis

June/July 2018

Water-proofing of the basins

April 2018

Production of the Swarovski crystal prototype

September 2018

Swarovski launched production of the crystal

Summer 2018

Production began on the masts

February 2019

Assembly

March 2019

Crane works and raising of the fountains

21 March 2019

Inauguration

The new fountains

Water - Light - Movement

Project description

The Champs-Élysées fountains designed by Ronan and Erwan Bouroullec stand in the six basins of the roundabout. They are composed of a central mast in bronze on which suspended branches support an ensemble of Swarovski crystal chains. The water rises through the central mast, then descends through the crystal to fall into the basin along the last four metres of the fountain.

The whole structure rotates very slowly, evoking light in motion accompanied by the play of water.

The precision of the ensemble results in a balance between the monumentality of the structure and the finesse of its composition and materials. The geometry of these fountains was designed to align with the surrounding trees and to blend into the urban landscape.

Ronan and Erwan Bouroullec's project, a combination of subtlety and deference, pays full tribute to the 'most beautiful avenue in the world'.

The slowly revolving fountains and the gentle, shimmering light which brings them to life, elegantly highlight the view between Place de la Concorde and Place de l'Etoile, while discreetly accompanying the flow of pedestrians and cars and inviting the passer-by to take a moment to rediscover this site.

The combination of play between light, water and movement produces an infinitely renewed perspective. Depending on the season, the weather and the time of the day, the fountains glisten in a never-ending show of variations.

The fountains will operate throughout all seasons of the year, providing coolness on sunny days and warm, comforting light in winter.



The new fountains

Water - Light - Movement

A technical and artistic feat

The new Fontaines des Champs-Élysées are the fruit of an extraordinary collaborative and multi-disciplinary effort involving **forty companies and more than 250 people**.

Their creation gave rise to a unique manufacturing venture to produce a work for the public space.

These fountains are a genuine achievement: the project does not contain a single standard part, each element was specially designed and all the works such as gearing, crystals, connectors and masts were made to measure.

The seemingly simple aspect of the fountains conceals a highly complex technique and their airiness belies a robustness which will allow them to resist the ravages of time and the elements for many years to come.

On a par with the cutting-edge innovations of aeronautics and precision watch-making, the greatest skills and most advanced expertise went into the creation of the fountains.

The mechanical constraints and technical features of each part of this unique project required the use of specific materials. Around 14,220kg of steel, 10,440kg of bronze-aluminium alloy and 2,106kg of stainless steel form the structural body of the fountains and support the 2,770kg of crystal spread across 18 branches.

This represents, before machining, 198 linear metres of bronze and 235m of stainless steel for a total steel volume of 1.82m³ for the six fountains.

Lastly, around 1,246 screws and 525 metres of welding were required to assemble all the components together.

Various mechanical components such as collectors, cogs and geared motors were incorporated into the chassis to enable the fountains to revolve on their axis at the rate of a half-turn per minute, i.e. 197,100 turns per year and per fountain and 1,182,600 turns in all for the six fountains.





Cristal

Bronze



Each structure consists of a 13m-high central mast in bronze, which supports a series of crystal light hangings through which the water flows and falls.

The new fountains

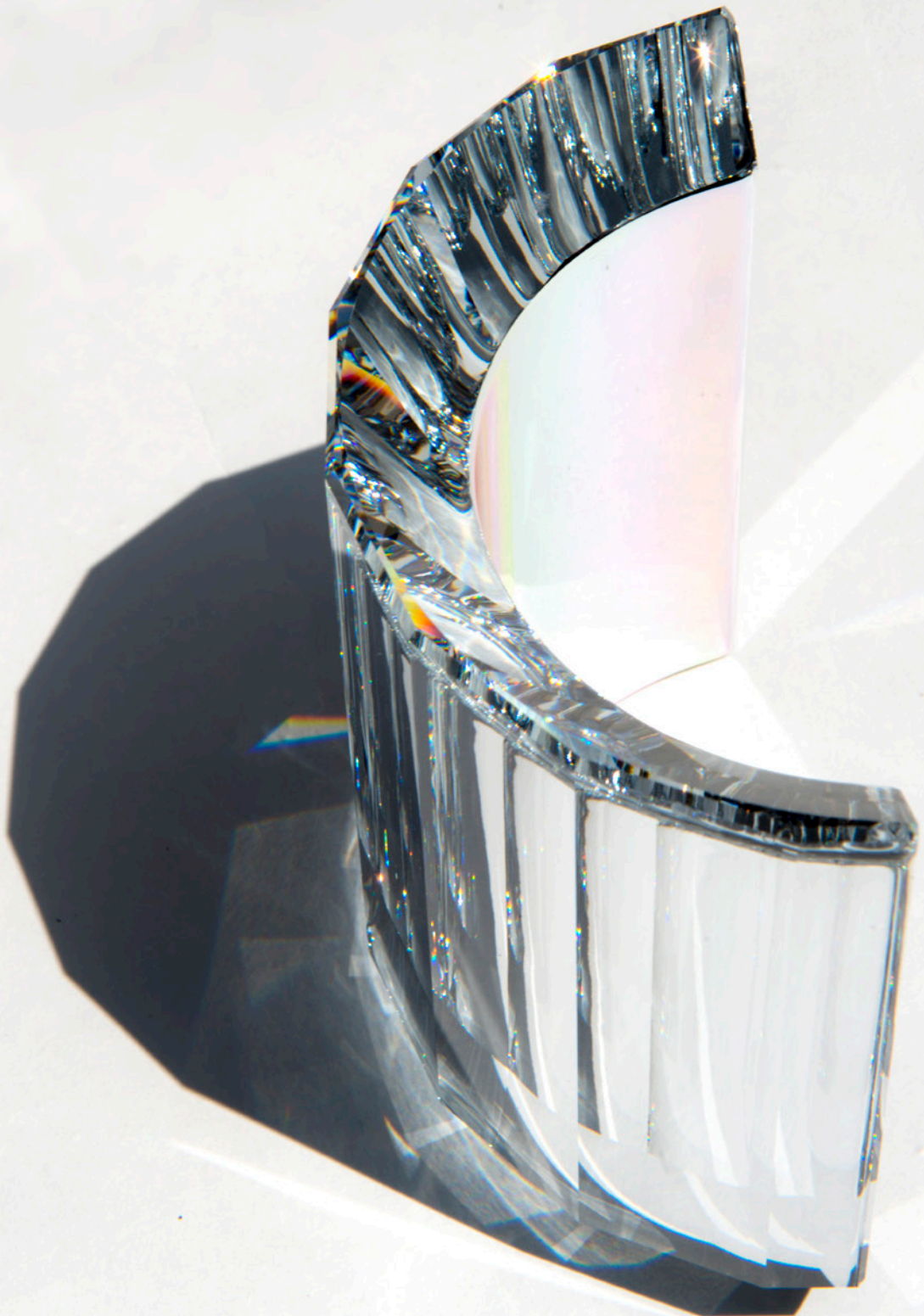
Water - Light - Movement

Swarovski crystal

The engineers at the research centre in Wattens, Austria, the headquarters of the Swarovski company, spent a year developing a crystal which would meet all the requirements of the project, i.e. outdoor use, resistance to shocks and the integration of water and light.

A new patent was filed for this tailor-made crystal which is both light and delicate, yet ultra-resistant in an urban environment. Thanks to cutting-edge 'Advanced Crystal' technology developed by the Swarovski workshops (a formula which guarantees a minimum presence of 0.009% lead in the crystal), this new matter proves to be 30% lighter than standard crystal. With its robustness and fine-tuned engineering, it also meets the solidity and easy maintenance criteria required of installations destined for long-term, outdoor use.

Thanks to a silvering on the inside of the cylinders, the colours of the crystal vary depending on the seasons and the light at a given time of the day or night. In this way, the matter almost disappears to become a gentle vibration.

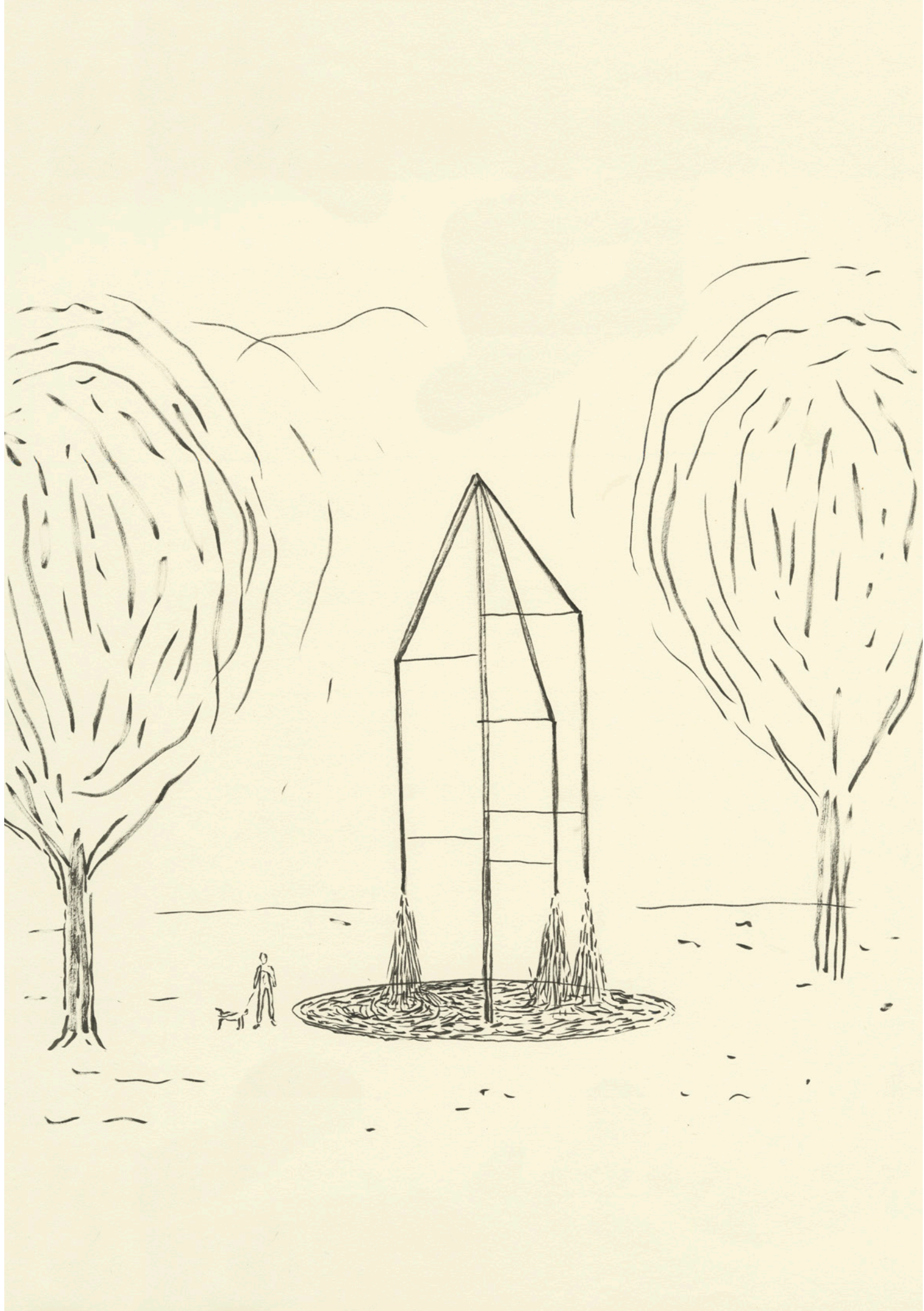


The new fountains

Water - Light - Movement

Data and key figures

- **6 fountains**
- **40 workshops and companies**
- **More than 250 people involved**
- **13 metres high from the base of the basin (15 metres from the base of the chassis)**
- **5 tonnes: total weight of one fountain**
- **2 tonnes: weight of the chassis alone**
- **168 millimetres: the diameter of the bronze masts**
- **168 metres: diameter of the Place du Rond-Point des Champs-Élysées**
- **5,360 assembled parts**
- **43,822: the total number of LED for the six fountains (for a total wattage of 2,261W, i.e. the annual consumption of a family of five).**
- **60 metres of LED, corresponding to 50,000 Lumen for just 517 watts**
- **29,612 kWh: total annual consumption (motors and LED) for the six fountains**
- **3,060: total number of crystals**
- **461.5kg: weight of the crystal per fountain**
- **2770 kg: total weight of the crystal for the six fountains**
- **0.5 turns/minute (540 turns/day): revolving speed of a fountain**



The new fountains

Water - Light - Movement

A responsible and sustainable project

Closed water circuit

Each of the six fountains is connected to a pump geared entirely to the activation of the water circuit and which pumps around 720 cubic metres of water on a daily basis. This represents an annual volume of over 1,576,800 m³.

There is no loss of this resource as the hydraulic system operates in a closed circuit. Once it has flowed through the bronze structure and fallen into the basin, the water is returned to the underground network and is treated and reused.



The new fountains

Water - Light - Movement

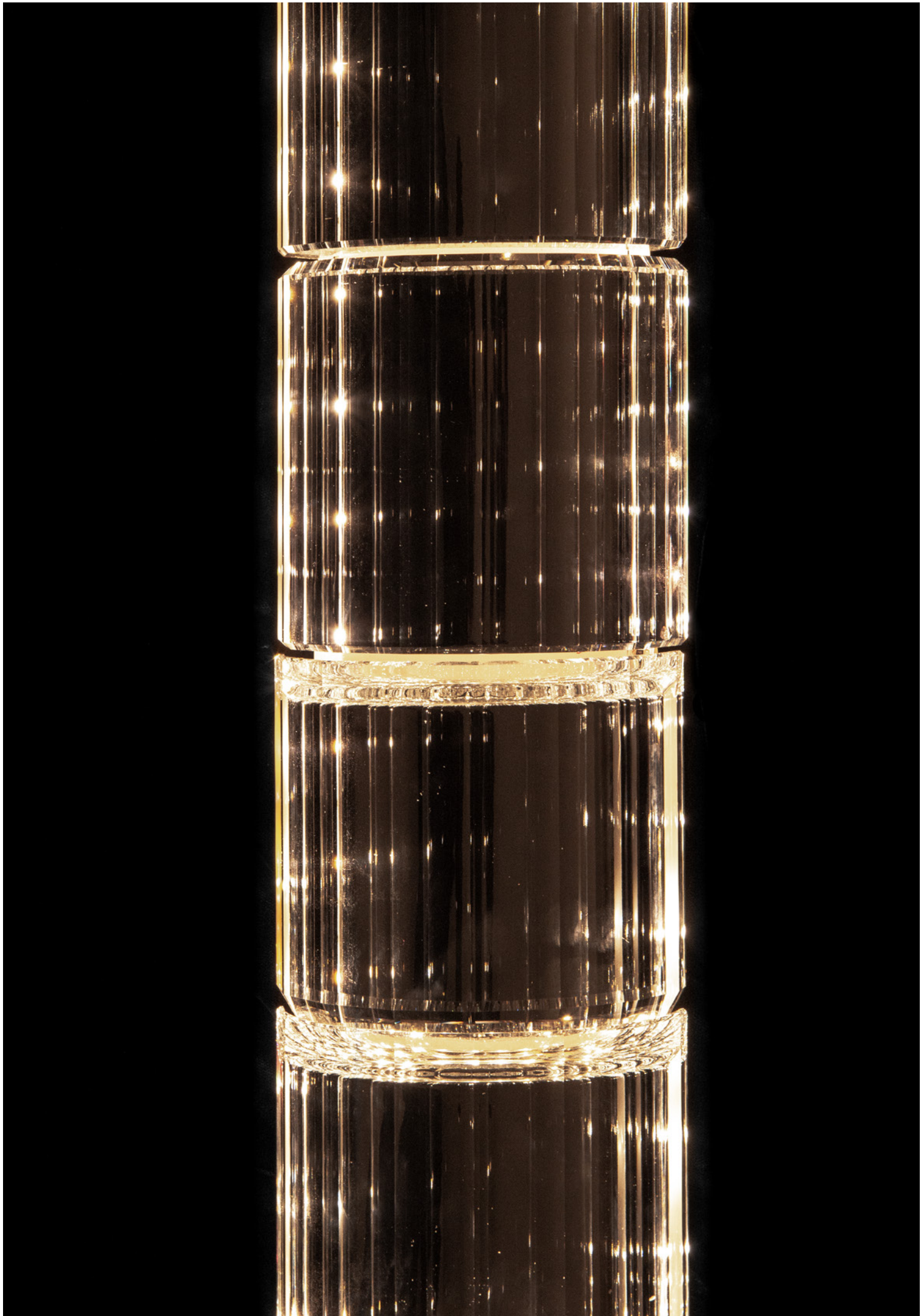
A responsible and sustainable project

Power supply and operation

The new Champs-Élysées fountains have an integrated lighting system. 43,822 LED are distributed among the 18 crystal-encrusted hangings. The use of LED lighting is an environmentally responsible solution in terms of energy consumption, as the ensemble uses just 4.5kWh per day per fountain. This represents less than the power needed for seven 60Wh incandescent bulbs.

The revolving system of the fountains also runs on electricity and requires barely more power than that needed to operate a hair-dryer, for a daily consumption of 9kWh per fountain.

In total, the annual energy consumption of the entire installation is equivalent to that of a family of five.



A collective adventure

The project to bring the Champs-Élysées fountains back to life rallied more than 250 people from forty workshops and companies.

Everything began with the restoration of the basins and underground infrastructures, led by Eau de Paris, the City of Paris Works Division (Heritage, Roadside & Environment) and the companies Belle-Environnement, Conserto, Segex and Automatismes Seguin.

The artistic design came next, steered from Ronan & Erwan Bouroullec's workshop in Paris, followed by its implementation by Atelier blam Lemunier & Meyer in Nantes, which orchestrated the intervention of some 35 companies including SACMO, La Nouvelle Fonderie Gillet in Albi and LBI Les Bronzes d'Industrie in Metz.

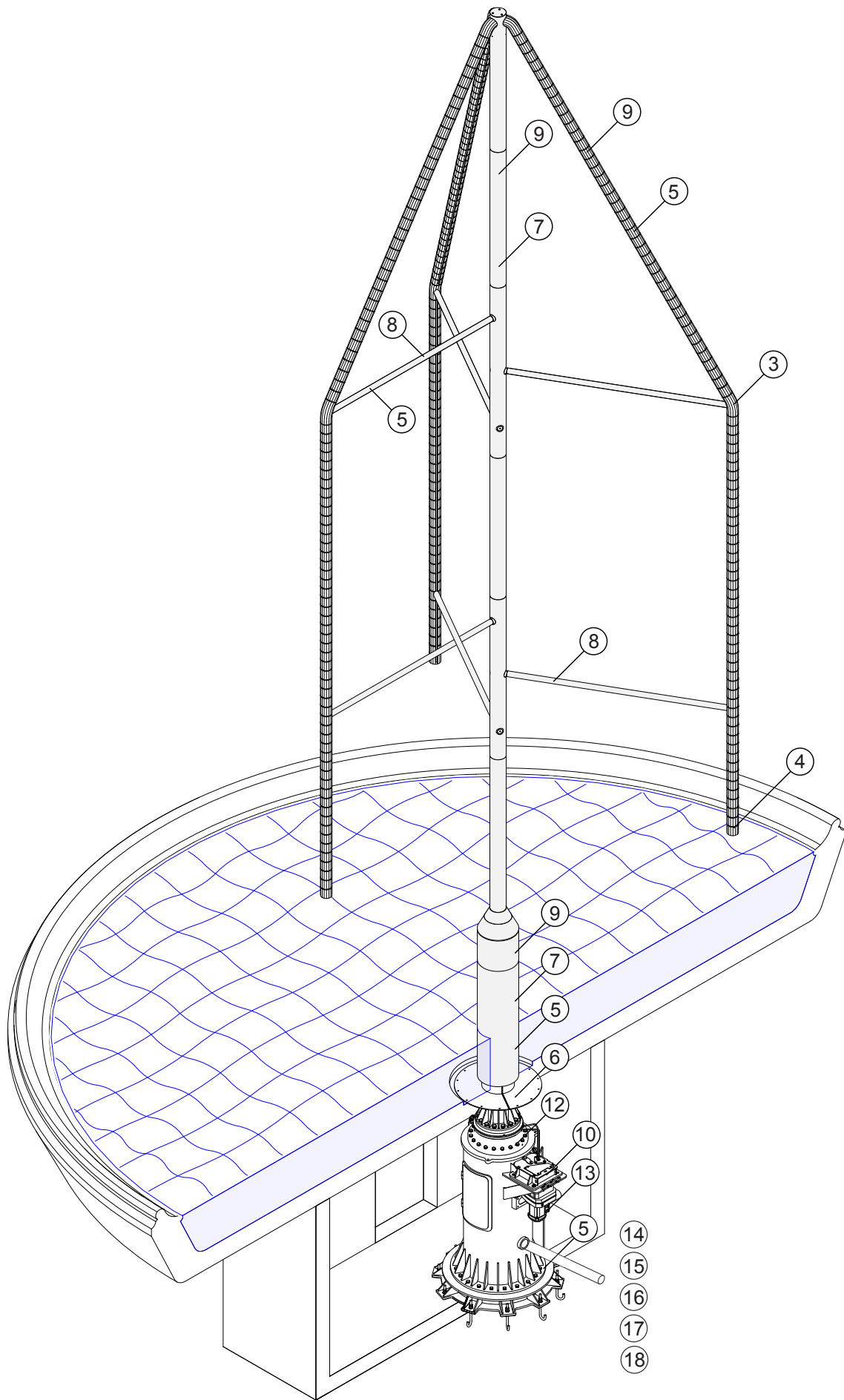
At the same time, the engineers at Swarovski in Wattens (Austria) worked in close collaboration with Ronan & Erwan Bouroullec and spent a year developing a crystal which would meet all the requirements of the project, i.e. outdoor use, resistance to shocks and the integration of water and light. A new patent was filed for this tailor-made crystal which is both light and delicate, yet ultra-resistant in an urban environment. With its robustness and fine-tuned engineering, it also meets the solidity and easy maintenance criteria required of installations destined for long-term, outdoor use.

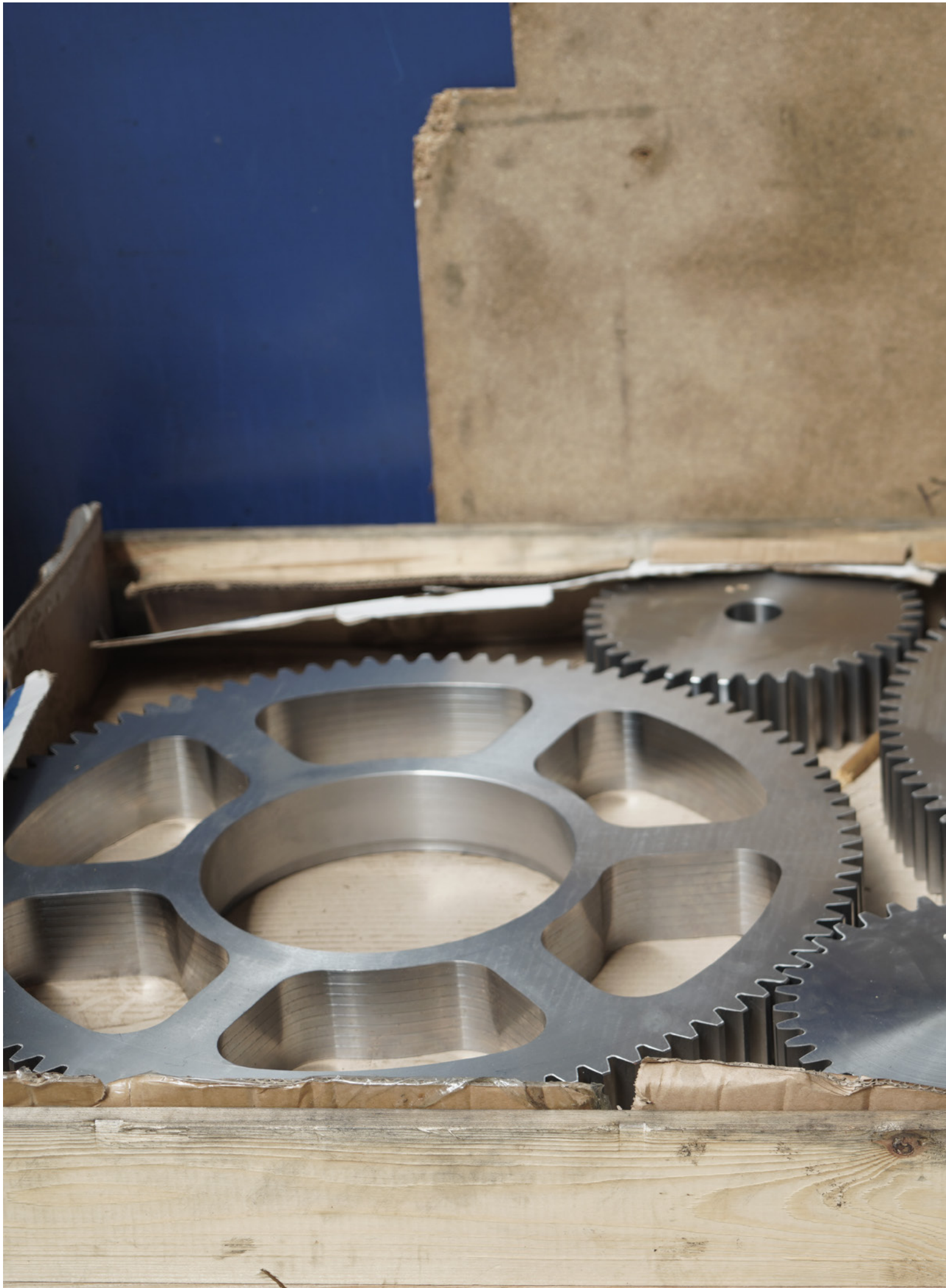
In order to meet the designers' wishes to light the fountains from the inside, the Swarovski engineers also developed a unique process to incorporate an invisible LED system into the crystals. Each fountain contains 60 metres of LED, corresponding to 50,000 Lumen for just 517 watts. Thanks to the process developed by the Austrian firm, the structure of the ensemble is virtually invisible. In line with the artistic vision, it evokes a floating light.



Une aventure collective

- ① **Studio Bouroullec** – Paris (75) – *design*
- ② **Atelier blam** – Nantes (44) – *implementation*
- ③ **Swarovski** – Wattens (Austria) – *crystal*
- ④ **Fonderie Gillet** – Albi (81) – *nozzles*
- ⑤ **Sacmo** – Nantes (44) – *chassis, spreader and crystal support*
- ⑥ **Ateliers de la Providence** – Moutoir-en-Bretagne (44) – *watertight shafts*
- ⑦ **LBI - Les Bronzes d'Industrie** – Amneville (57) – *masts and cowling*
- ⑧ **Métal industriel** – Chauny (02) – *suppliers of bronze-aluminium*
- ⑨ **Bfactory** – Blain (44) – *assembly*
- ⑩ **SKF** – Lyon (69) – *rollers*
- ⑪ **GolForme** – Nantes (44) – *fountain building*
- ⑫ **Pacquet Raccord Tournant** – Killeme (59) – *swivel connectors*
- ⑬ **Verdier** – Arnage (72) – *gearing*
- ⑭ **Belle Environnement** – Montélimar (26) – *infrastructure and hydraulic circuits*
- ⑮ **Conserto** – Brétigny-sur-Orge (91) – *infrastructure and hydraulic circuits*
- ⑯ **Segex** – Wissous (91) – *infrastructure and electrical circuits*
- ⑰ **Automatismes Seguin** – Montgeron (91) – *infrastructure and electrical circuits*
- ⑱ **Eau de Paris** - Paris (75) - *infrastructure project management*







Fountain gearing



Casting the bronze-aluminium tubes



Polishing the Swarovski crystals



Assembly of the Swarovski crystals



The pre-mounted hangings of the fountains



Hydraulic infrastructure before-after



Machining the bronze-aluminium tubes in the LBI workshops in Amneville



A part of the fountain mast



Assembly of the fountain masts





A part of the fountain mast

A collective adventure

Ronan & Erwan Bouroullec

Ronan Bouroullec and Erwan Bouroullec, French designers born in Quimper (Brittany) in 1971 and 1976 respectively, have been working together since 1999. From industrial design to craft work, from large production runs to research, from the object to public space, Ronan and Erwan Bouroullec's creations span multiple fields of expression and have gradually entered our daily lives.

Their career has been marked by collaborations with major international designers and artisans of ancestral skills from Europe to Japan. Their research has also led them to work with the world's most renowned museums. Their urban designs have been produced in numerous countries.

Several exhibitions have been devoted to them, at the Design Museum (London, 2002), Museum of Contemporary Art – MOCA (Los Angeles, 2004), Museum Boijmans Van Beuningen (Rotterdam, 2004), Victoria & Albert Museum (London, 2011), Museum of Contemporary Art, (Chicago, 2012), Centre National d'Art et de Culture Georges-Pompidou (2012), and the Musée des Arts Décoratifs (Paris, 2013).

Their work has entered the collections of some of the world's biggest museums: the Centre National d'Art et de Culture Georges-Pompidou (Paris), the Centre National des Arts Plastiques-CNAP (Paris), the Musée des Arts Décoratifs (Paris), the Museum of Modern Art – MoMA (New York), the Art Institute of Chicago and the Design Museum (London). Their work has also been the subject of dedicated publications, in particular by Éditions Phaidon, including *Works*, Phaidon Press London, 2012.

Ronan and Erwan Bouroullec have received numerous prestigious awards such as the Grand Prix de la Création de la Ville de Paris, 1998; the Compasso d'Oro, 2011; the London Design Medal, 2014 for Best Designers, The Design Prize and the City of Milan official award, 2017.



Erwan et Ronan Bouroullec

A collective adventure

Atelier blam Lemunier & Meyer

Atelier blam Lemunier & Meyer is an agency specialised in the design, manufacture and precision operation of ergonomic, functional and artistic projects. The agency has been working alongside Ronan and Erwan Bouroullec for eight years, in the specificity of their expression and the finesse of their vision, from the first kiosks for the City of Paris to the production Reveries Urbaines [Urban Dreams], Oui for the Kunsthall in Aarhus and the Vitra Campus in Weil am Rhein. Thanks to this collaboration, the workshop has broadened its work on the functionality, urban design and artistic installations of the modern world. The project for the Champs-Élysées fountains embodies this relationship. Ronan and Erwan Bouroullec called on the expertise of Atelier blam Lemunier & Meyer for the technical design, implementation and production of the Fontaines des Champs-Élysées. Atelier blam Lemunier & Meyer formed the link between the expertise of French industry and the requirements of Ronan and Erwan Bouroullec, in a shared aim to promote the excellence of French know-how and its ability to produce unique, timeless pieces. The Nantes-based agency was founded by Bruno Lemunier and Aurélien Meyer.

A collective adventure

Swarovski

For the first time in the history of Swarovski, producer and supplier of crystal since 1898, crystal forms the cornerstone of a permanent, outdoor installation, set in the heart of an urban space.

Swarovski played a dual role in this adventure, placing both its crystal and its technical expertise at the service of the project and readily accepting the challenge of a new use for its iconic matter.

More than 3,060 pieces of crystal, i.e. 2,770kg of matter, were supplied by the company to create the six fountains.

More resistant than glass and with its magical touch, Swarovski crystal rapidly became the ideal material for the designers of this monumental project.

Having worked previously with Swarovski engineers, Ronan and Erwan Bouroullec naturally called on the Austrian firm to work alongside them on this new creative adventure.

A technological gem on a city scale, the Champs-Élysées fountains brought the designers and the Austrian firm together for three years. Some 50 models were made before deciding on the final version.

Ronan and Erwan Bouroullec also worked with the Swarovski engineers on the fountains' lighting system. A unique process to incorporate the LED invisibly into the crystals was thus developed. Each fountain contains 60 metres of LED, corresponding to 50,000 Lumen for just 517 watts.

With sustainable development in mind, the company sought to create optimal yet energy-efficient lighting. Thanks to this process, the structure of the ensemble is virtually invisible. In line with the artistic vision of the French designers, it lends an impression of floating light.

Throughout the entire project, Swarovski placed all its means at the service of Ronan and Erwan Bouroullec's vision.

Funding

Fonds pour Paris has sought to give meaning to its search for patronage. Confident of its success, these patrons readily adhered to this project; for some it was to see the Champs-Élysées restored to its glory; for others it was to strengthen a tight bond and for others still a means to start a new chapter in their history.

The projects of Fonds pour Paris would not be possible without the vital help of patrons who support its action on a daily basis.

The patrons of the project



Patrons supporting Fonds pour Paris



Monsieur François Pinault

Patrons supporting Fonds pour Paris



The State of Qatar is a lover of the City of Light and is supporting the Fonds Pour Paris in its work to restore the six Fountains on the Rond-Point Champs-Élysées - Marcel Dassault. It is also contributing to the beautification of the Avenue des Champs-Élysées and the image of Paris worldwide.



“Becoming a corporate sponsor and supporting research is not a duty, it is a choice—a choice led by reason, to be sure, but above all the heart.”

Serge Dassault

Ever since French President Jacques Chirac inaugurated the rond-Point des Champs-Élysées-Marcel Dassault in 1991, the Dassault family has been strongly committed to the future of this historic place. For over 50 years, Marcel Dassault outlined, designed and adapted this rond-Point (design of gratings for No. 9). Serge Dassault then continued this work by supporting the renovation of the Champs-Élysées fountains.

With its vision of the company as a true participant in civil society with genuine social responsibility, the Dassault Group has pursued a corporate sponsorship policy for many years. It therefore decided to establish and develop its citizen initiative to promote its fundamental values—Passion, Innovation, Excellence, Commitment—and contribute to advancing these values through practical action.

Its civic contributions revolve around two clearly defined focus areas that reflect its corporate culture: scientific research and social initiative projects. In recent years, Solidarity has become a common theme in all its efforts, with a focus on healthcare and social integration, particularly for young people.

Press contact:

Rudi Roussillon (GIMD) Tel.: +33(0)1.53.76.93.28

Claire Pilisi (Laurent Dassault) Tel.: +33(0)1.53.76.93.59

SWAROVSKI

Swarovski, a family-owned company founded in Austria in 1895, has always remained faithful to its principles of excellence, innovation and creativity. The company has always taken an approach that respects both people and the environment.

As a leader in cutting high-quality crystals, gems, semi-precious stones and created stones and in final products featuring the crystals—jewellery, accessories, interior design, lights—the company has always sought to strengthen its ties with creators, designers and artists. In so doing, it has shared its exceptional expertise with others, by combining both technical experimentation and creative innovation.

For years Swarovski has been an influential patron in the world of design and has provided its support to numerous cultural events and museums, including the Palace of Versailles, the Victoria & Albert Museum in London, Design Miami/Basel, Vienna Design Week and the Palais de Tokyo. Through its extensive collaborations with contemporary artists and designers, Swarovski constantly seeks to push the boundaries of technology in modern creations and support the future of design.

One collaboration that has stood out in recent years is Swarovski's work with designers Ronan and Erwan Bouroullec, initiated over ten years ago when the brothers contributed to the Swarovski Crystal Palace in 2007. Then in 2013, when the pair created the Gabriel Chandelier for the Palace of Versailles, Swarovski acted as a sponsor by offering its expertise, providing technical development, R&D and production for the entire project after 3 years of R&D. They therefore created the first permanent modern addition to this historic monument.

When **Fonds Pour Paris** commissioned the Bouroullec brothers to renovate and reinvent the six fountains on the Rond-Point Champs-Élysées, the designers chose crystal as the material best-suited to providing the essential technical and aesthetic aspects required for the project. They therefore sought Swarovski's expertise in developing and producing the customized crystal pieces and LED system for the fountains. Eager to renew its support for the City of Paris and designers Ronan and Erwan Bouroullec, Swarovski spent more than one year developing a new crystal solution that would match the designer's creative vision.

Company presentation

Swarovski is an independent, family-owned company that was founded over 120 years ago. Since its beginnings, its core business has been creating high-quality cut crystal gems. It is now managed by the fifth generation of family members. The small company created in 1895 in Wattens, Austria, has now become a leading international group committed to growth. It is committed to pursuing its avant-garde approach to quality, design, creativity and technological innovation and to remaining highly dynamic at all times.

From the outset, Swarovski has understood that the long-term success of the company is inseparable from the well-being of its customers, employees, the environment and society as a whole. This concern is an integral part of Swarovski's heritage and is now part of its sustainable development approach and several responsible initiatives.

By creating crystals in Wattens that meet the most demanding social and environmental standards, the company has raised the level of quality and sustainability in its industry. Since 2012, Swarovski has manufactured all its crystal products in accordance with its Advanced Crystal (*) standard. In addition, the Swarovski Waterschool educational programme benefits over 500,000 children throughout the world living near the largest rivers. The Swarovski Foundation, created in 2013, works to support culture and creativity, promote the rights and well-being of women and children and conserve natural resources that have a positive social impact.

For more information: www.swarovskigroup.com

(*) Crystal glass and other materials with a lead content less than or equal to 0.009%



Groupe
GALERIES
Lafayette

Galleries
Lafayette

In keeping with its long-held commitment to promoting contemporary creation and urban heritage, the Galeries Lafayette Group has supported Fonds Pour Paris since 2015 in its restoration project for the fountains on the rond-Point des Champs-Élysées designed by Ronan and Erwan Bouroullec.

With the upcoming inauguration of the future Galeries Lafayette store at 60, Avenue des Champs Élysées, the Galeries Lafayette Group is actively involved in reinventing the “most beautiful avenue in the world.” In supporting Fonds Pour Paris, the Group confirms the major role it plays in the city centre and its commitment to promoting heritage and the artists of its day.

About Galeries Lafayette Group

The fashion specialist in city centres, Galeries Lafayette Group is a private, family-owned group with a history of 120 years in commerce and distribution. Committed to offering the best in commerce and design, the Group is a leading private employer in France, with a headcount of 16,000 people. It is seeking to become the benchmark in omnichannel and responsible commerce to serve its customers and contribute to promoting the French art of living. With retail sales of €4.5 billion, the Group enjoys international recognition thanks to its iconic brands: Galeries Lafayette, BHV MARAIS, La Redoute, Galeries Lafayette-Royal Quartz Paris, Louis Pion, Guérin Joaillerie and BazarChic. It is supporting these brands in their transitions in the areas of digital technology, creative design and heritage through several competitions: Citynove, Lafayette Plug and Play and Lafayette Anticipations - Fondation d'Entreprise Galeries Lafayette.

Learn more on the groupegalerieslafayette.fr website and on LinkedIn and Twitter (@Galeries_Laf)

Press contact:

Alexandra van Weddingen

Corporate Communications Director – Galeries Lafayette Group

avanweddingen@gallerieslafayette.com

+33 1 45 96 68 44

J.M. WESTON

J.M. Weston, maker of high-quality men's footwear, has embodied the values of excellence and creativity for over 120 years.

The company has been present on the Champs Elysées since 1932. The Arc de Triomphe reflects this history and is the emblem of the brand, featured on each model.

J.M. Weston's traditional craftsmanship is practised by over 170 artisans at its factory in Limoges, its location since 1891.

The owners of J.M. Weston, the Descours family, cultivate a unique model for developing leading brands that are specialists in their fields. It offers its companies all the means required for crafting high value-added products through quality craftsmanship. These companies pass on the excellence of their products and trades to numerous artisans and professionals, with the aim of ensuring the preservation of this craftsmanship, particularly in France.

In 2011, Christopher Descours established the Fondation J.M. Weston to express the family's active commitment to promoting manual work and transmitting exceptional craftsmanship in France. The foundation seeks to celebrate the interaction between human action and creative thought, the fusion of the work of artisan hands with the creative work of the mind. The artisans are at the heart of this adventure and it is foundation's goal to train, inspire, encourage and support them.

In supporting the Fonds Pour Paris in its work to restore the Fountains on the Rond-Point Champs-Elysées, the Descours family is proud to contribute to the promotion of French design and craftsmanship on the most beautiful avenue in the world, which has always been an anchor for J.M. Weston's influence throughout the world.

About J.M. Weston

J.M. Weston has been the reference in men's French luxury footwear since 1891. The company's traditional craftsmanship, using the famous Goodyear welt, is mastered by over 170 artisans who work at the J.M. Weston factory in Limoges. With 44 shops throughout the world, the company has always embodied French elegance, seamlessly combining a timeless look with modern influences, both in France and abroad. Olivier Saillard is the Artistic, Image and Culture Director for the JM Weston brand and Thierry Oriez has been the brand's president since 2014.

EPI/J.M. Weston Press Contact:

Christophe Aerts: c.aerts@groupe-epi.fr Tel: +33(0)6 87 12 44 90

As the biggest public water company in France, Eau de Paris delivers water of excellent quality to 3 million users at the best price every day. 900 Eau de Paris employees are involved in each aspect of the water cycle—collection, treatment, distribution, customer relations—to provide a public service that is ever more efficient and innovative. Eau de Paris is committed to protecting water, biodiversity and the climate. It therefore manages its resources and heritage sustainably in collaboration with its local partners.

Water in Paris: a public service

Founded in 2009 when the municipality in-sourced water supply, Eau de Paris is a public company in charge of producing, transporting and distributing water in the French capital. This public industrial and commercial institution arose from the political will of the City of Paris to have a single operator to manage water for the city.

Eau de Paris, an integrated, innovative and agile company

Eau de Paris is responsible for all the stages in water management. It has become specialized in mastering the entire water chain and internalizing the required skills. This expertise enables Eau de Paris to provide an efficient public service capable of adapting to the challenges of a sustainable city and the new expectations of its territories.

Eau de Paris, contributing to the sustainable development of its territories

Eau de Paris is prepared to face the daily environmental and social challenges of the 21st century involved in managing water sustainably and preserving fragile natural heritage within a context of climate change.

KEY FIGURES

- 900 staff members spread over 5 regions and 12 departments
- Over 60 professions integrated in the public company
- 3 million users, including 2.2 million Parisians
- 94,000 subscribers
- 6 drinking water treatment plants and 5 main reservoirs
- 470 km of aqueducts
- 1,985 km of drinking water pipes and 1,700 km of non-drinking water pipes
- 1,200 drinking water access points in Paris, including 12 sparkling water fountains
- 6 wells in the Albian aquifer, an emergency reserve for the region
- 540,000 m³: average daily drinking water production in 2017
- 207,000 m³: average daily non-drinking water production in 2017
- Rate of return in 2017: 90.3%

Eau de Paris contributes to renovating ornamental fountains on the Champs Elysées

As part of a skills-based sponsorship operation with the City of Paris, Eau de Paris, the first public water company in France, acted as prime contractor in the project to renovate ornamental fountains on the Champs Elysées.

Eau de Paris, an integrated company, has the technical skills needed to fully **handle the project management** needed for this operation: leading and conducting design studies, preparing tender documents (bill of specifications), monitoring construction work through to completion and all the **tasks related to organizing, planning and coordinating** the project.

By participating in this operation for the Fonds Pour Paris, Eau de Paris is lending its experience and engineering expertise to this prestigious project aimed at restoring the capital's iconic ornamental fountains.

Acknowledgements

image sept

We would like to thank Image Sept, who drafted and deployed the communication around the new Fontaines des Champs-Élysées totally free of charge.

Founded in 1988 by Anne Méaux, Image Sept, with 65 employees and more than 100 clients, is the leading independent communication consultancy firm in France.

It has become a key player in strategic consultancy and institutional relations, and a reference in the field of communication in France and internationally.

Crédits photographiques

p. 5, 6, 7, 10, 11, 15, 21, 23, 25, 27, 29, 31, 33, 40, 41, 42, 43, 45, 46, 47, 51, 48, 49, 51 © Studio Bouroullec

p. 15 © Neurdein / Roger-Viollet

p. 17 © Maurice-Louis Branger / Roger-Viollet

p. 17 © Roger Schall / Musée Carnavalet / Roger-Viollet

p. 17 © Roger-Viollet

p. 24 © Morgane Le Gall

p. 35, 37, 38, 39 © Atelier blam Lemunier & Meyer

p. 41, 48, 49 © Swarovski

Press contact

Image Sept

Anne Auchatraire

Laurence Heilbronn

Anne-Charlotte Talbourdet

01.53.70.74.70

www.image7.fr

Press contact:

Image Sept

Anne Auchatraire

Laurence Heilbronn

Anne-Charlotte Talbourdet

+33 (0)1 53 70 74 70