

SUPPORT THE FRIENDS OF THE FRENCH INSTITUTE

# PROJET

# LUMIÈRE(S)

HELP US GIVE FRENCH CULTURE THE MOST BEAUTIFUL OF HOMES

THE FRIENDS  
OF THE FRENCH  
INSTITUTE

INSTITUT  
FRANÇAIS  
ROYAUME-UNI

*The Institut français du Royaume-Uni* opened in South Kensington in 1939. Since then it has established itself as one of the foremost cultural venues of the British capital, with more than 1,000 screenings and as many as 200 events a year. Its varied and imaginative programme comprises film premieres and festivals, with stars and directors in attendance, concerts, literary discussions and talks. Honouring French heritage with regular programmes like Sunday French Film Classics, the Institut is also proud to promote contemporary French creativity, such as new fiction, graphic art, comics and TV series.

Far more than a haven for the French arts, the Institut likes to see its Art Deco building as an open house for cross-cultural exchanges, showcasing art from around the world. In 2015, it participated in 16 festivals, including the London Film Festival and Italian, Spanish, Iranian and Jewish film festivals!

With **Projet Lumière(s)**, you can help maintain the Institut's position as a *vitrine* for all art forms...

“ You begin to sense it as you approach South Kensington -  
a little Gallic quickening of the air.

The allure of France is all around you -  
and then you see it: the lodestar, the siren-source calling  
upon all your latent, impregnable Francophilia.

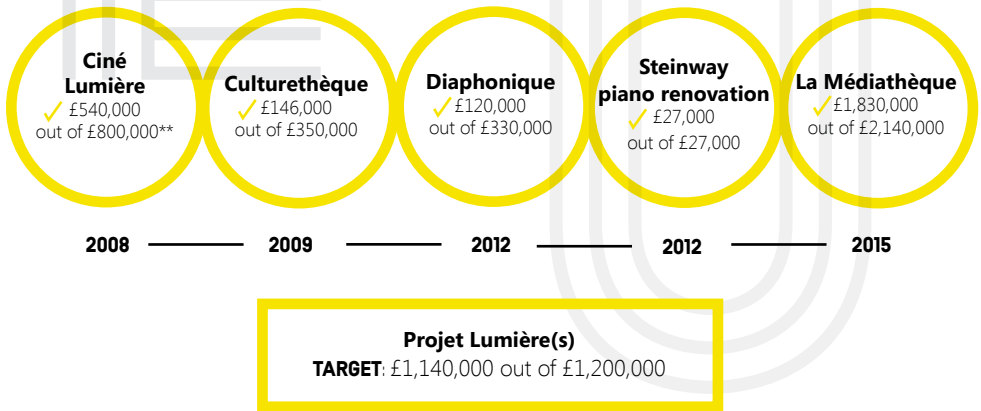
The French Institute. ‘  
You hasten towards its welcoming doors.

William Boyd

# THE FRIENDS OF THE FRENCH INSTITUTE

Since its creation in 1998, *The Friends of the French Institute*, a charitable trust\*, has supported the Institut français in its mission to promote the French language and culture in the United Kingdom by effective fundraising. The objective of the trust is to develop ambitious and sustainable projects that could not be delivered without this essential financial support.

Throughout the campaigns, the trust has stayed true to its core values: encouraging cross-Channel exchanges and making these accessible to an ever-wider audience. The trust has already raised £2.6 million for the Institut through five campaigns. This year, the trust has chosen **Projet Lumière(s)** as its new rallying call for future campaigns.



## The trust benefits from the experience and expertise of its board:

**François Croquette** (Trustee ex-officio) Cultural Counsellor — French Embassy  
**Marc Mourre** (Chairman) Director — Mourre and Co.

**Jean-Luc Allavena** Operating Partner — Apollo Management

**Thibault de Fontaubert** Managing Partner — Gemini Capital Partners

**Jacques Gabillon** Partner — Goldman Sachs International

**Vincent Gombault** Managing Partner — Head of Funds of Funds and Private Debt, Ardian

**Thierry Groell** Advisory Board — Tanto Capital

**Ghislaine Kenyon** Freelance Arts Education Consultant

**Francis Lang** Retired Merchant Banker & Chairman of an investment company

**Xavier Mayer** Managing Director — Morgan Stanley

**Edward Reed** Partner — Macfarlanes

**Sir John Scarlett KCMG OBE** Senior Advisor — Morgan Stanley

**Stephen Somerville** Freelance Editor, Media Consultant, Former Director of Reuters Foundation

\**The Friends of the French Institute* is a registered charity (n°1069116)

\*\* The rest of the costs were financed by the Institut's own earnings from French language tuition, conferences and the Ciné Lumière takings, as well as contributions from the French state

# WHAT IS PROJET LUMIÈRE(S)?

"LUMIÈRE"... AS IN THE 'SALONS À LA FRANÇAISE' WHICH HOSTED THE BRILLIANT MINDS OF THE ENLIGHTENMENT ERA

"LUMIÈRE"... AS IN THE LUMIÈRE BROTHERS, INVENTORS OF THE CINEMATOGRAPH, WHO GAVE THEIR NAME TO CINÉ LUMIÈRE, THE INSTITUT'S CINEMA.

**Projet Lumière(s) is about to light up your eyes... and enlighten your mind! We aim to transform 'Les Salons', the elegant Victorian reception rooms of the Institut, into a dazzling revival of the French intellectual tradition of the 'Salons à la française' – in the heart of London! And, in another exciting initiative, we shall create an additional movie theatre, Ciné Lumière II, to host more intimate screenings and niche cultural projects.**

## WHAT WE WANT TO DO

### TOMORROW'S 'SALONS À LA FRANÇAISE'

The Institut wishes to revive the French tradition of the '*Salon*', a cosy parlour nurturing the art of conversation, where people gather to discuss art, science, philosophy and politics. The Institut already possesses a suitable space: two large Victorian drawing rooms where events and receptions are held, but unfortunately now in poor condition.

Our aim is to transform them into a fully operational and elegant space, fitted for any type of event, from reading groups to prestigious *soirées*. Once properly refurbished, with state-of-the-art furniture and a renovated Pleyel piano, these rooms will at last function as originally intended: a place for exchanges and debate, a warm and welcoming foyer where Britons and French alike can feel at home.



Today's Salons

NOW LET  
THE LUMIÈRE(S)  
SHINE!

### A SECOND SCREEN FOR TWICE AS MUCH CINEMA

Building on the success of the 230-seat Ciné Lumière, the Institut has decided to open a new boutique cinema for a more flexible and enriched programming. Indeed, Ciné Lumière's activity has been soaring since its renovation in 2009, each year hosting approximately 50 film premieres, 80 special guests and 16 international festivals. As a cosy 34-seat cinema, **Ciné Lumière II** will be the perfect environment for a wider range of art forms, honouring rare jewels of French culture.



Tomorrow's Cinema

## WHAT YOU WILL GET OUT OF IT

### COMPLEMENTARY SPACES

Our ambition is to provide the public with complementary spaces that flow into each other. Conferences, concerts, debates, film premieres, among others, will benefit from the joint use of a cinema and a gorgeous new reception space. For instance, a film screening experience could be enriched by a discussion with cast members or a reception in the refined atmosphere of **Les Salons**.

Such use of these spaces would allow the public to move from one area to another, enhancing their experience of the Institut français.

### A BROADER CULTURAL OFFER

While activities such as the Ciné Salon and the Café Philo are already a success, a portion of the funds we raise will be dedicated to the launch of a whole new array of cultural rendezvous: masterclasses, talks, chamber music concerts, a French fiction festival, artist residencies, networking events for professionals, etc.

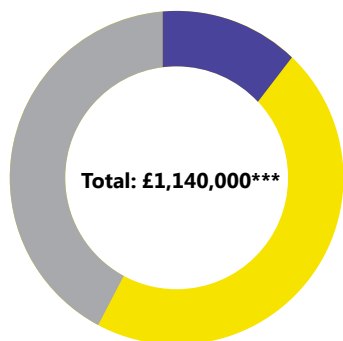
As for film programming, **Ciné Lumière II** would be better suited for specific programmes sought after by niche audiences: short films, TV series, documentaries, animation, visual arts... France has a vibrant creative scene; it is high time we create a space to unveil it!

### YOUNG AUDIENCES

The Institut places great importance on the transmission of cultural heritage. Younger audiences and schools already enjoy special discounts for a wide range of activities designed for them, from CinéKids to French Days – a day of full immersion into French culture.

**Projet Lumière(s)** is no exception to this rule and it has been conceived with special dedication to young people. The new cinema and the **Salons** will help us offer youngsters more workshops on the model of the French Days, and will favour the creation of new programmes such as a future Youth CinéClub.

# FUNDRAISING TARGET



**Ciné Lumière II**  
£525,000



**Les Salons**  
£440,000



**Cultural  
activities**  
£175,000

## GOALS IN FIGURES

Over **780** new film screenings each year.  
Over **11,700** new people welcomed each year...  
and a multitude of new art disciplines!

# WHY HELP US

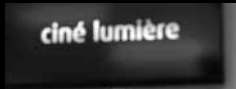
## YOU ARE NOT FRENCH...

The Institut is not a French club catering only to French people. 70% of our audience is non-French! We may stand at the crossroads between two cultures, but London is our home. This is why we use English in our activities, talks and film subtitles. In the aftermath of Brexit, bringing our cultures together has become all the more essential. By supporting us, you can demonstrate your support for cross-Channel exchanges and ensure that France and England remain the long-time frenemies they have always been!

## VOUS ÊTES FRANÇAIS...

Cet Institut vous le connaissez, le fréquentez, le chérissez même peut-être. Pour autant, savez-vous ce que représente la part de l'État dans son financement ? S'il est vrai que nous recevons une subvention publique annuelle, 82% de nos activités sont financées par les fonds propres de l'Institut : cours de français, recettes du cinéma, conférences... Sans l'appui de donateurs privés, il nous serait donc impossible de développer des projets d'envergure à l'image de la rénovation de La Médiathèque. En cette période d'incertitude liée au Brexit, il apparaît plus que jamais essentiel de promouvoir la coopération culturelle entre la France et le Royaume- Uni. Soutenez l'Institut et renforcez cette précieuse et cordiale entente entre nos deux pays !

\*\*\* Including 18% of management fees



Guillaume Canet, Kristin Scott Thomas, Viggo Mortensen, Diane Kruger, Stephen Frears & Isabelle Huppert, Catherine Deneuve, Ken Loach, Louis Garrel, Victoria Abril, Jude Law, Quentin Blake, Romain Duris & François Ozon, Jalil Lespert, Pierre Niney & Guillaume Gallienne, Alexandra Lamy, Peter Brook, Sophie Marceau

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More information on the project at [www.institut-francais.org.uk](http://www.institut-francais.org.uk)