



La Société des Nouveaux commanditaires



**Reclaiming art,
Reshaping democracy**



Cultural democracy in action at the heart of the local community

We are convinced that enabling works of art to be commissioned by the local community is an incredible vehicle for democracy.

It is possible for emblematic works of art to be created through a process in which artists, citizens, mediators and partners work together for outstanding projects to be designed, built and produced.

Contributing to the development of local empowerment by mobilising a more creative and collaborative form of artistic projects, everyone is included and can get involved.

Chantal de Singly,
chair – la Société des Nouveaux commanditaires

Index

03

The Art of Shaping Society: a Collective Project!

05

What if local people became the artisans of cultural policy?

07

Examples of works created thanks to the New Patrons method

09

The organisation

11

Key figures

12

Contacts

Cover

Superflex, *The Nursery Garden*, 2018, Indian Ocean, view of the installation at the Saint-Pierre Hospital. Commissioned by the Regional Health Authority of the Indian Ocean and the staff of three hospitals
© Rémy Ravon

The Art of Shaping Society: a Collective Project!

Who are we?

The New Patrons* initiative enables citizens to team up with artists and commission works of art that respond to their specific needs. It is open to everyone in major cities, suburbs or rural areas, whatever their age, background or place of residence.

*New Patrons are those commissioning but not usually sponsoring the artwork.

In France, la Société des Nouveaux commanditaires fosters and coordinates a national network of mediators who accompany local people in their projects. Whether permanent or temporary, tangible or intangible, over 500 works of art have been produced throughout France and around the world since the start of New Patrons in 1991. The Société internationale des Nouveaux commanditaires federates the international network.

Some of the works produced

Health and old age Design, Occitanie



L'Accueil, Christian Lacroix,
2022 © Jean-Marie Bénézet

Rethinking the design of a care facility for the elderly (EHPAD), in Vauvert (Gard). A commission by the management, carers, residents and their families. Mediation-production: Cercle d'art contemporain du Cailar

Social connections Visual arts, Nouvelle-Aquitaine



Au bord du rêve, Anne Brégeaut,
2019 © Bertille Leplat

Highlighting the human and multi-cultural diversity of the people who come to Secours Populaire through a flamboyant work commissioned by the staff and beneficiaries of Secours Populaire in Limoges. Mediation-production: Quartier Rouge et pointdefuite

Memory and commemoration Music, Île-de-France



Il fait novembre en mon âme, Bechara El Khoury, 2020 © Charles d'Hérouville / Philharmonie du Paris

Composing a tribute concert for the victims of the 13 November 2015 terrorist attacks, in response to a commission by the parents of Stéphane, who died in the attack at the Bataclan concert hall. Mediation-production: Eole & Pan

A method in 5 stages Continuous mediation

**1 The forming
of a commissioning group**
Meetings with the mediator,
drafting of the specifications
and definition of the artistic direction.

**2 Choice of the artist
and the artistic research**
Meetings with the commissioning
group, drafting of the study contract.

3 Lead up to production
Technical reports, budgets,
permissions, fund-raising, production
and maintenance contracts.

4 Creation of the work
Production, delivery and installation
of the work, implementation of publicity
and marketing.

5 Inauguration and life of the work
Inauguration of the work, support
for stakeholders over the long term:
ongoing activation of the work.

Why initiate a New Patrons commission?

- Contribute to the arts in your local community
- Develop local resources and empower people
- Create social connections through collective initiatives
- Highlight and value different cultures
- Provide a tailor-made response to specific community issues

Cultural sectors

The aim is to activate a collective process of artistic creation that responds to the needs of local people in their communities and through a diversity of cultural sectors:

Visual Arts • Design • Architecture • Theatre • Film • Literature • Dance • Music

Our values

Citizenship • Democracy • Public good • Proximity • Responsibility • Engagement • Commitment • Trust

Testimonials

“A work of art can bring people from different worlds together. It sounds good theoretically on paper, but it’s even better when you experience it. Commissioning a work of art is not necessarily something you do every day. It’s a big responsibility. I think that’s what the New Patrons scheme is for, to tell artists that art should also be accessible to ordinary people.”

Bruno Lestienne,
Member of a New Patrons group

“The way they welcomed me convinced me to make this work, I was carried along by everyone’s desire. I remember all those people, I also remember that lunch, with that long table, and everyone clearly wanted this work, and that was the most important thing.”

Ettore Spalletti,
Artist

“The New Patrons initiative is a powerful idea that is fully in line with the notion of local community involvement today. It fosters an open approach to others, exchange and debate. With the patrons and the artists, we invent spaces of freedom to think and be creative.”

Marie-Anne Chambost,
Mediator

And what if local people become the architects of their own arts policy?

Benefit from an innovative cultural scheme supported in France by the Ministry of Culture, the Fondation de France, the Fondation Daniel et Nina Carasso and the Fondation BeLonging!

Do you know what Les Bogues du Blat housing in Ardèche, the Le Blé en Herbe school in Côtes-d'Armor and the Rocher en Granite avec Bras, Lièvre et Banc in the Yvelines have in common?

They are three art commissions carried out with the active support of a local authority, assisted by mediators from la Société des Nouveaux commanditaires. What's original about this scheme? The projects were commissioned by local residents.

Because culture is a vehicle for cohesion, and because art should be produced and experienced within local communities, not just in big cities and big museums, the New Patrons programme offers a cultural and civic initiative to enhance the vitality and influence of your local area.

The only one of its kind in France and elsewhere in Europe, this scheme enables local people to take the initiative and get directly involved in commissioning art works that make sense to them.



© Sophie Ricard

Auvergne-Rhône-Alpes

Members of the town council of Beaumont – *Les Bogues du Blat* (2013)

With a sustainable development project combining individual and collective housing, the village of Beaumont was able to work with the architectural firm Construire to establish rural social housing with individual family units that nevertheless encourage connections with other residents.

Mediation-production: à demeure



© Philippe Piron

Brittany

The Mayor of Trébédan, the head and teachers of the school and the parents' association – *the Le Blé en Herbe school* (2015)

As part of the necessary restructuring of the local school buildings, the designer Matali Crasset was commissioned to renovate the spaces and highlight the school's social and cultural role within the village.

Mediation-production: Eternal Network



© Blandine Schmitt Chambonneau

Île-de-France

Residents of Guyancourt – *Rocher en Granite avec Bras, Lièvres et Banc* (2019)

A dozen residents supported by the Town Council commissioned artists Dewar and Gicquel to create a work of art for the new public square in the Pont du Rouitoir neighbourhood. The commission enabled them to highlight the area's history, social mix and proximity to the natural environment.

Mediation-production: 3CA

Your local area is rich in unique architectural and landscape heritage, unique know-how and local traditions? You want to shape the area for the future, take cultural initiatives on behalf of those who live in and visit it. For that, you might want to:

- combat rural depopulation
- revitalise social links
- play an active part in ecological transition
- create or redefine the identity of a community or a local area
- give local people an important role to play
- modernise age-old secular traditions

New Patrons' Mediators are available all over France and Europe, and will be with you every step of the way: from the first meetings with the commissioning group, the formulation of the brief and the appropriate discipline, the concerted choice of the artist, the overseeing of production to the inauguration of the work of art.

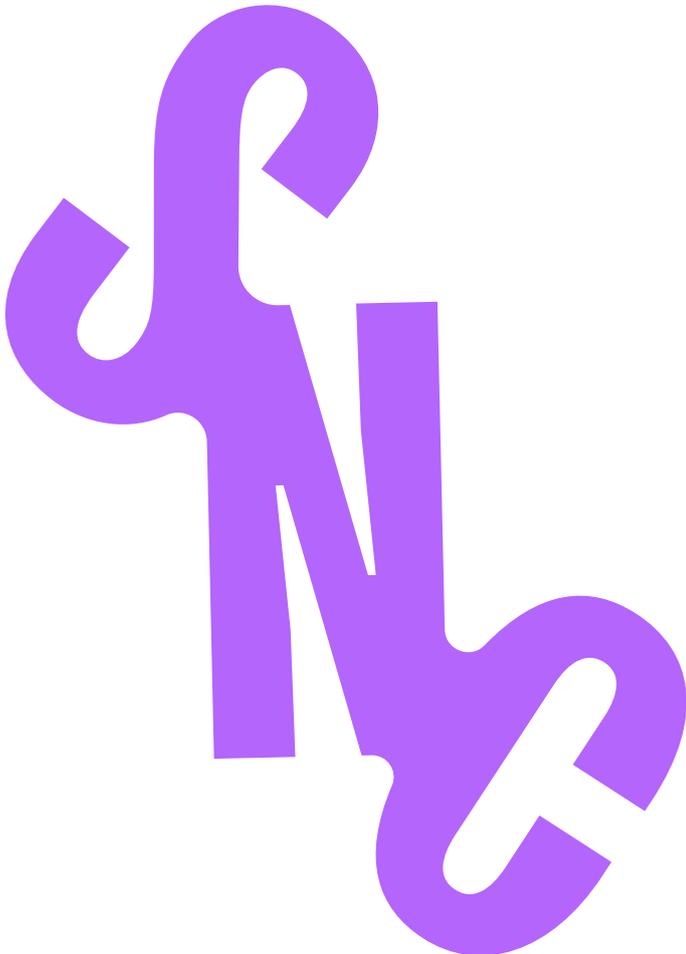
What they say:

"The involvement of local people must also be a decision they make. That's our story with this work of art in our neighbourhood. It really came from us, from the people who are part of our organisation. It can also serve as an example for today's thinking on how to revive citizen participation in local communities. So yes, we're proud, and that's what gives us our strength, because we did it."

Bruno Lestienne,
Member of a New Patrons group,
director of the Hommelet neighbourhood social centre,
Roubaix

"This project demonstrates the need for collaborative action between a variety of players: institutions, civil society, craftsmen and artists, and for inventiveness on the administrative front. It is important that these projects should be highlighted so that others can draw inspiration from the very processes that have fostered innovation. Every time a project that was thought to be impossible comes to fruition, hope is born, and society as a whole benefits from this new energy."

Marie-Odile Novelli,
Former vice-chair of the Rhône-Alpes Region,
responsible for housing, urban policy and solidarity



**Would you like to commission an artwork?
Or encourage and enable local people to get involved?
Contact a mediator in your region.**

Examples of works commissioned thanks to the New Patrons programme 07



Normal Studio, *Le Messenger*, 2014, Bayonne, Pyrénées-Atlantiques (64)

Improving the day-to-day lives of those who commissioned the project and establishing a new relationship of trust with local residents by creating a new work trolley. A commission by Habitat Sud Atlantic's cleaning staff and health, safety and working conditions committee to the industrial design agency Normal Studio.

Mediation-production: Pointdefuite



Matali Crasset, *Capsule*, 2003, Caudry, Nord (59)

To inspire new generations to keep the age-old tradition of pigeon-fancying alive with a prototype pigeon loft. Commissioned by members of the Beauvois-en-Cambrésis association, the Syndicat du Val de Riot and the director of the Caudry leisure centre.

Mediation-production: artconnexion



Erwin Wurm, *Bob*, 2013, Lille, Nord (59)

Responding to the need for a convivial space and the lack of quality catering facilities near François Mitterrand square, this project was commissioned by the coordinator of the Maison de l'architecture et de la ville and employees of SPL Euralille.

Mediation-production: artconnexion



Jessica Stockholder, *Lumps Bumps and Windy Figures Too*, 2005, Bures-sur-Yvette, Essonne (91)

A sculpture to show children that mathematics can be an area of creativity and fun. Commissioned by teachers at the Parc du Château school in Chilly-Mazarin, mathematicians from the Institut des Hautes Études Scientifiques and the development director of the federation of MJC's in the Île-de-France region.

Mediation-production: 3CA



© Travaux Publics

Collectif Travaux Publics, *Le social brû(il)le*, 2023, Bobigny, Seine-Saint-Denis (93)

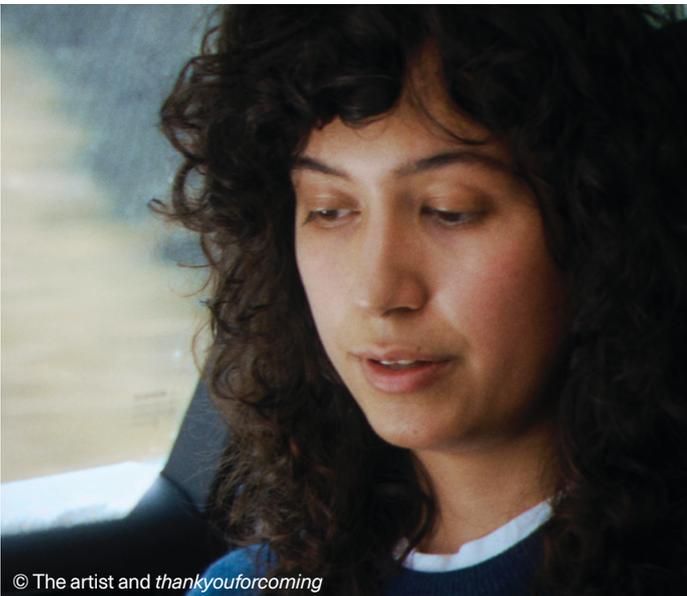
Exploring the question 'How can we act together?' with the creation of a show to be performed in a theatre and a short, compact version for other venues. A theatrical work commissioned by spectators at the MC93 theatre. Mediation-production: MC93 – Maison de la culture de Seine-Saint-Denis, accompanied by 3CA



© Guillaume Argento

Massimo Furlan & Claire de Ribaupierre, *Le Tuyau de Claveau*, 2022, Bordeaux, Gironde (33)

Creating an artwork and a ritual linked to the history of the neighbourhood in order to reconnect with a festive and convivial past. Commissioned by local residents and the architects responsible for the regeneration of the Claveau neighbourhood. Mediation-production: Pointdefuite

© The artist and *thankyouforcoming*

Marie Voignier, *Moi aussi j'aime la politique*, 2022, 58', Vallée de la Roya, Alpes Maritimes (06)

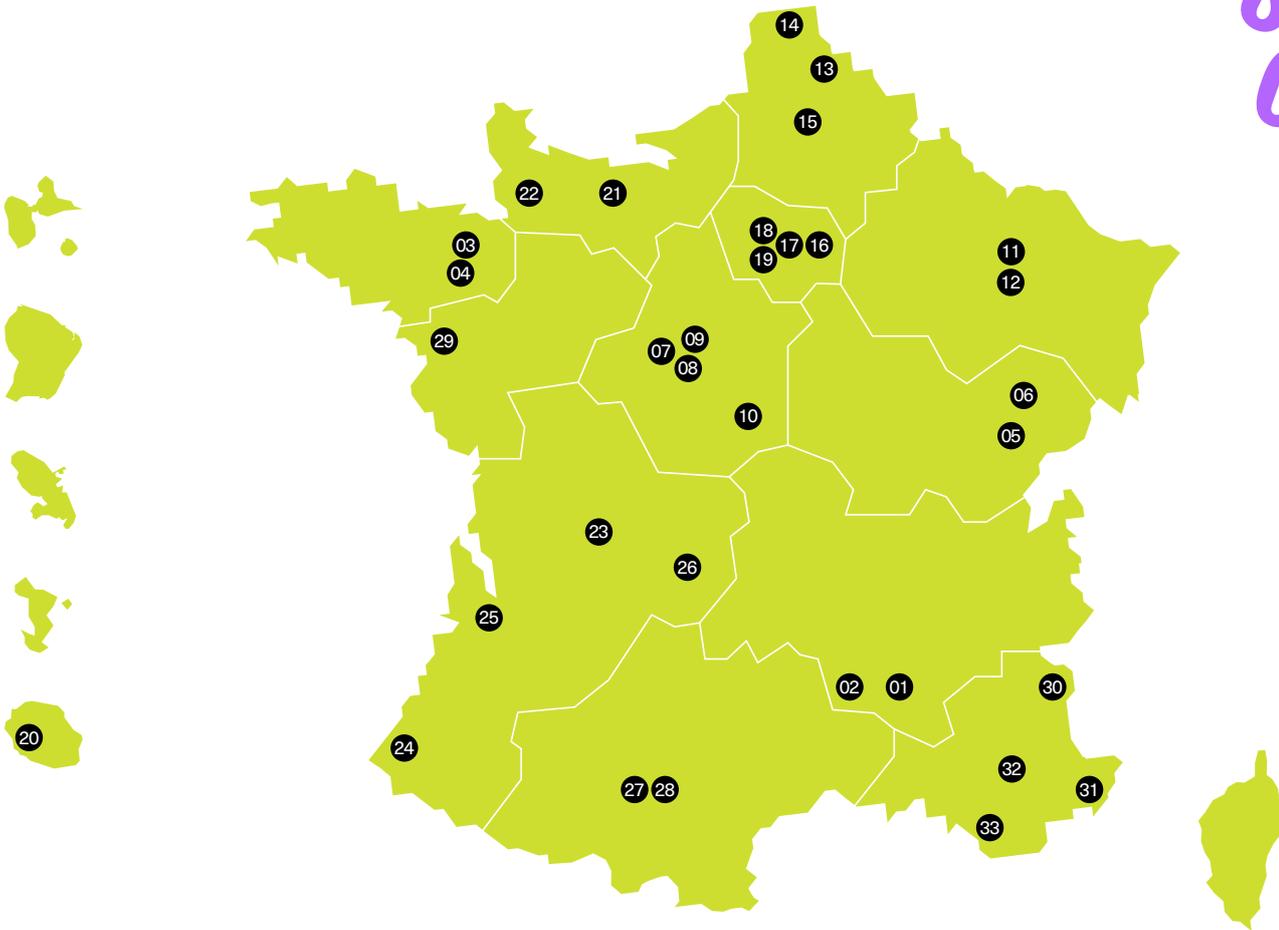
A film based on shared human experience, evoking notions of welcome, hospitality and solidarity. Commissioned by a group of local people who support initiatives to welcome exiles crossing the Franco-Italian border in the Roya Valley. Mediation-production: *thankyouforcoming*



© Eternal Network

Tadashi Kawamata, *Mémoire en demeure*, 2003-2006, Saint-Thélo, Côtes d'Armor (22)

A sculpture to forge a new identity for the village by highlighting its history and heritage. A commission from the mayor and residents of the town. Mediation-production: Eternal Network



Board of trustees

Chantal de Singly, Chair
Pascal Waldschmidt, Treasurer
Martin Bethenod, Secretary

Administrators:

Samuel Bianchini
Marie-Pierre Bouchaudy
Jean-Pierre Bourguignon
Jean-François Chougnat
Alexia Fabre
Marie Voignier

Team

Anne Langlois, Co-director
a.langlois@la-snc.org

Mari Linnman, Co-director
m.linnman@la-snc.org

Margaux Robilliard, Coordination
and Communications Officer
m.robilliard@la-snc.org

Axelle Failleres, Administrative
and Finance Officer
a.failleres@la-snc.org

Network of Mediators

Auvergne-Rhône-Alpes

01 De l'aire

10 descente de la Forge,
26400 Autichamp
delaire.eu

Élisa Dumay – Relay mediator
contact@delaire.eu

02 Sur les Sentier des Lauzes

1858 route de Saint-Mélany – Le Villard,
07260 Saint-Mélany
surlesentierdeslauzes.fr

David Moinard – Accredited mediator
david@atelierdelta.eu

Bretagne

03 40mcube

48 avenue Sergent Maginot,
35000 Rennes
40mcube.org

Patrice Goasduff et Anne Langlois –
Accredited mediators
commanditaire.bretagne@40mcube.org

04 Gwenola Drillet

Relay mediator
gwenoladrillet@hotelpasteur.fr

Bourgogne-Franche-Comté

05 à demeure

9 chemin de la Baume,
25000 Besançon
a-demeure.org

Valérie Cudel – Accredited mediator
Pauline Gillard – Relay mediator
a_demeure@orange.fr

06 Le 19, Crac

19 avenue des alliés,
25200 Montbéliard
le19crac.com

Adeline Lépine-Delaborde –
Relay mediator
alepine.19crac@gmail.com

Centre-Val de Loire

07 Anne-Laure Chamboissier

Relay mediator
alc@champrojects.com

08 Anastassia Makridou-Bretonneau

Accredited mediator
anastassia.makridou@gmail.com

09 Lucile Hitier and Clémence Hugnet

Relay mediators
clemence&lucile@gmail.com

10 David Sanson

Relay mediator
summer@club-internet.fr

Grand Est

11 Vent des Forêts

21 rue des Tassons,
55260 Fresnes-au-Mont
ventdesforets.com

Pascal Yonet – Accredited mediator
contact@ventdesforets.org

12 Grégory Jérôme

Relay mediator
gregory.jeromeperso@gmail.com

Hauts-de-France

13 artconnexion

9 rue du Cirque, 59000 Lille
artconnexion.org

Amanda Crabtree – Accredited mediator
a.crabtree@artconnexion.org

Sébastien Deltombe – Accredited mediator
s.deltombe@artconnexion.org

Doriane Spiteri – Relay mediator
d.spiteri@artconnexion.org

14 Frac Grand Large — Hauts-de-France

503 av. des Bancs de Flandres,
59140 Dunkerque
fracgrandlarge-hdff.fr

Keren Detton – Relay mediator
contact@fracgrandlarge-hdff.fr

15 Luigia Parlati

Relay mediator
luigia.parlati@gmail.com

Île-de-France

16 Centre d'art contemporain de la Ferme du Buisson

Allée de la Ferme, 77186 Noisiel
lafermedubuisson.com

Thomas Conchou – Accredited mediator
cac@lafermedubuisson.com

17 3CA

28 rue Lesage, 75020 Paris
3-ca.org

Mari Linnman – Accredited mediator
linnman@3-ca.org

18 Marie Chénel

Relay mediator
chenel.marie@gmail.com

19 Jeanne Turpault

Relay mediator
turpaultjeanne@gmail.com

La Réunion

20 Anna Vrinat

Relay mediator
Saint-Leu
anna.vrinat@gmail.com

Normandie

21 thankyouforcoming

thankyouforcoming.net

Claire Migraine – Accredited mediator
sncnormandie@gmail.com

22 Marie Pleintel

Relay mediator
Gavray-sur-Sienne
marie@pleintel.fr

Nouvelle-Aquitaine

23 CIAP Vassivière

Île de Vassivière,
87120 Beaumont-du-Lac
ciapvassiviere.org

Alexandra McIntosh – Contact person
nouveauxcommanditaires@ciapvassiviere.org

24 L'Atelier des Jours à Venir

97 allée Théodore Monod, 64210 Bidart
joursavenir.org

Chloé Jaubert – Science mediator
chloe.jaubert@joursavenir.org

Livio Riboli – Science mediator
livio.riboli-sasco@joursavenir.org

Loretxu Bergouignan – Science mediator
loretxu.bergouignan@joursavenir.org

Graxi Irigaray – Science mediator
graxi.irigaray@joursavenir.org

25 pointdefuite

Fabrique Pola, 10 quai Brazza,
33100 Bordeaux
pointdefuite.eu

Marie-Anne Chambost – Accredited mediator
machambost@pointdefuite.eu

26 Quartier Rouge

Avenue de la gare, 23500 Felletin
quartierrouge.org

Pomme Boucher – Accredited mediator
pomme.boucher@quartierrouge.org

Bertille Leplat – Accredited mediator
bertille.leplat@quartierrouge.org

Julie Olivier – Relay mediator
julie.olivier@quartierrouge.org

Nadège Sellier – Relay mediator
nadège.sellier@quartierrouge.org

Occitanie

**27 Les Abattoirs, Musée –
Frac Occitanie Toulouse**
76 allée Charles de Fitte, 31300 Toulouse
lesabattoirs.org

Emmanuelle Hamon – Contact person
emmanuelle.hamon@lesabattoirs.org

**28 Cercle des Nouveaux
commanditaires d'Occitanie**
Les Abattoirs Musée –
Frac Occitanie Toulouse
76 allée Charles de Fitte, 31300 Toulouse

Jean Marie Bénézet – Accredited mediator
jm30740@orange.fr

Patric Clanet – Relay mediator
clanetpatric@hotmail.com

Marine Lang – Relay mediator
marine.lang@mecenesdusud.fr

Le Monde en critique
Sandrine Teixido – Accredited mediator
sandrineteixido@gmail.com

Aloïse Winocq – Relay mediator
aloise@collectifcartel.com

Pays de la Loire

29 Mosquito Coast Factory
5 rue de la Tamise, ZAC Porte Estuaire,
44750 Campbon
mosquitocoastfactory.com

Géraldine Gourbe and Benoît-Marie
Moriceau – Relay mediators
nouveauxcommanditaires@mosquitocoastfactory.com

Provence-Alpes-Côte d'Azur

30 Bienvenue là-haut
303 route de la Chalp,
Le Grand Laus, 05470 Aiguilles
bienvenuelahaut.fr

Romain Barré – Relay mediator
romain.barre@bienvenuelahaut.fr

31 ENTRE|DEUX
12 avenue des Agaves, 06000 Nice
entredoux-artentreprise.fr

Lélia Decourt and Rebecca Francois –
Relay mediators
entredoux06@gmail.com

32 Muriel Lepage
Relay mediator
lepagemu@orange.fr

33 Triangle-Astérides
41 rue Jobin, 13003 Marseille
triangle-asterides.org

Victorine Grataloup – Relay mediator
victorine.grataloup@triangle-asterides.org

The relay mediators are those
who are currently being trained in the
New Patrons method.

International Network

La Société des Nouveaux commanditaires
is a member of the International Network,
the Société internationale des Nouveaux
commanditaires, with:

Belgium

Die Nieuwe opdrachtgevers
denieuweopdrachtgevers.be

Germany

Neue Auftraggeber
neueauftraggeber.de

Italy

A Titolo
atitolo.it

Spain

Concomitentes
concomitentes.org

Switzerland

Nouveaux commanditaires Suisse
nc-na.ch

Cameroon

**Association des Nouveaux
commanditaires du Cameroun**

Key figures

**Over 30 years'
existence**

**Over 500
works in
France and in
the world**

**Thousands
of citizen-
commissioners**

50 mediators

Initiated at the beginning of the 1990's by the artist François Hers with the support of the Fondation de France, the New Patrons programme is now coordinated in France by la Société des Nouveaux commanditaires, a non-profit organisation supported by the Ministry of Culture, the Fondation Daniel et Nina Carasso, the Fondation de France and the Fondation BeLoving.

**Discover more at
lasocietedesnouveauxcommanditaires.org**



contact@la-snc.org
16 rue Rambuteau 75003 Paris

Instagram
societe_nouveauxcommanditaires

LinkedIn
la Société des Nouveaux commanditaires



**Newsletter
subscription**

Supported by



Major Sponsor



Partners



**Fondation
BeLoving**