



## THE FONDATION GANDUR POUR L'ART ENTRUSTS THE PROGRAMMING OF ITS FUTURE MUSEUM TO AP'CULTURE

Geneva, 25<sup>th</sup> February 2025 - **The Fondation Gandur pour l'Art is taking a further step towards realising its museum project in Caen by entrusting the programming and project management mission to AP'CULTURE, which will be working in collaboration with VOGT Landscape Architects, VERTICAL SEA and INNOVISION.**

This decision comes at the end of a three-phase selection procedure that enabled the Fondation Gandur pour l'Art to carefully assess the various candidates, all of whom demonstrated a high level of professionalism in preparing their applications and a keen understanding of the issues involved in successfully completing a project of this scale.

Among the criteria used to make this choice, the working methodology presented by AP'Culture was decisive, as was the technical expertise and recognised know-how of Béchir Souid and his team in the design and support of major international cultural and museographic projects, notably for the Louvre museums in Paris, Lens and Abu Dhabi, and the Art Mill Museum in Doha. The company has also distinguished itself the originality of its approach, which does not hesitate to break with codes and to give pride of place to innovation and inventiveness.

Last but not least, AP'Culture brought on board specialist partners whose expertise was seen as a strong guarantee that all the key aspects of this project of excellence - the landscape dimension with Vogt, respect for the environment in construction with Vertical Sea and innovation in audiovisual, multimedia and digital with InnoVision - would receive the dedicated attention it deserves.

**Jean Claude Gandur, founding chairman of the Fondation Gandur pour l'Art,** is delighted with this collaboration: *"The arrival of AP'Culture and its partners marks a decisive stage in our project. Their multidisciplinary approach and sensitivity to the values espoused by the Fondation will enable us to give in-depth consideration to the architectural, scenographic and landscaping challenges facing the future museum, in perfect harmony with our ambition: to make this site a place for transmission, sharing and dialogue between cultures and generations.*

Initially, AP'Culture will be responsible for drawing up a detailed programme ahead of an invitation-based call for projects, taking into account the Fondation's technical, organisational and cultural engineering requirements, and then coordinating the evaluation of the architectural proposals with the jury.

Announced last May, the future museum of the Fondation Gandur pour l'Art will be built on a 51,000 m<sup>2</sup> site in Caen, close to the Memorial (400,000 visitors a year). It will be an exceptional place dedicated to showcasing the Fondation's collections, giving room to creativity in the present day, and opening up the world of art to young people. It is part of an innovative vision that combines exacting scientific standards,

technological innovation, an educational dimension and social commitment, in perfect harmony with the site's natural environment.

Programming studies are now underway and will help to define the outline of the architectural project for the management team to appoint the museum's architect.

### **About the Fondation Gandur pour l'Art**

Founded in 2010 by entrepreneur and art collector Jean Claude Gandur, the Fondation Gandur pour l'Art is a non-profit organisation whose aim is to contribute to the education and understanding of our cultural heritage by offering the public access to its world-class collections. Based in Geneva (Switzerland), the Foundation is committed to preserving, enriching and promoting the collections in its care.

The Fondation Gandur pour l'Art makes its works available to museums and cultural institutions in Switzerland and abroad through numerous loans, the organisation of exhibitions, and the development of partnerships, notably with the Reina Sofía National Museum and Art Centre (Spain) and the Réunion des Musées Métropolitains Rouen Normandie (France).

The Fondation has been a member of the International Council of Museums (ICOM) since 2013 and of the Association of Swiss Museums (AMS) since 2019. It adheres strictly to the ICOM Code of Ethics.

The Foundation's collections are organised into five distinct areas:

- **Archaeology**, with almost 1,250 objects of Egyptian, Greek, Roman and Near Eastern art;
- **Fine art**, with over 1,350 European paintings, mainly post-war, making it one of the most important collections for the period in private hands;
- **Decorative arts** with over 430 works including sculptures, furniture and objets d'art from the 12th to the 18th century;
- **Ethnology**, with over 400 objects from Latin America and Oceania;
- **Contemporary art from Africa and the Diaspora**, with almost 460 works.

[www.fg-art.org](http://www.fg-art.org)

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