PRESS KIT
2021



10 YEARS

rubis mécénat

RUBIS MÉCÉNAT

ENDOWMENT FUND FOR COMMITTED ARTISTIC AND SOCIAL PROJECTS

RUBIS MÉCÉNAT

2011-21

Ten years of engagement for contemporary creation throughout the world

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ABOUT

RUBIS MÉCÉNAT

ENDOWMENT FUND FOR COMMITTED ARTISTIC AND SOCIAL PROJECTS

Rubis Mécénat, Rubis Group endowment fund, celebrates in 2021 its ten-years anniversary. Since 2011, the fund has been promoting artistic creation throughout the countries where the Group operates. The fund develops long-term social art initiatives by establishing educational artistic programmes based on the visual arts and design for young adults from disadvantaged communities. At the same time, it supports artists in France and abroad by commissioning works for specific sites as well as for the Group's industrial sites, in collaboration with cultural institutions.

For each commission, Rubis Mécénat helps to produce the artwork and accompanies the artist throughout the creative process. The fund also supports artists in a longer term by purchasing art works, editing publications and producing artists videos.

*** Today, Rubis Mécénat undertakes three socio-cultural programmes: Of Soul and Joy, a photographic project in South Africa (since 2012), InPulse, a creative platform for visual arts in Jamaica (since 2015), and Ndao Hanavao, a laboratory for innovation and social design in Madagascar (since 2018).**

RUBIS MÉCÉNAT TEAM

Lorraine Gobin, managing director

Juliette Le Bihan, project manager

RUBIS

The will to undertake, the corporate commitment

Rubis is an independent French company operating in the energy sector through its subsidiaries Rubis Terminal and Rubis Énergie. Its activities range from trading and supply, to storage and final distribution of products. The Group is pursuing an ambitious growth policy and has multiplied its presence on three continents (Europe, Africa and the Caribbean), currently operating in 35 countries.



RUBIS SOCIAL ENGAGEMENT

As an international group, Rubis has undertaken to become involved in each country in which it operates as an economic, social and cultural player. As a responsible company, Rubis has a dual mission: carry out community investment in two areas, health and education, and promote artistic creation through its cultural fund, Rubis Mécénat.

Geert Goiris, *Peak Oil*, 2017

“This is a bridge that we wish to develop in the long term: supporting artists who are also committed to the young artists we train as part of our socio-cultural programmes; developing a network; and setting up the necessary transmission and training circuit for the development of a generation of artists.”

editorial

Rubis Mécénat is celebrating its 10th anniversary!

Created in 2011 to operate as a cultural and social player beyond the economic role of the Rubis Group in its territories (Europe, Africa, Caribbean), for the past decade the Rubis Mécénat endowment fund has been developing committed artistic projects, adapted to the local problems of each territory, while prioritizing long-term commitment and support.

Among our two main areas of work, the socio-cultural programmes are driven by a desire to make a lasting contribution to the development of local communities that are far from art and culture. The aim is to support them by using art as a tool for empowerment and to highlight young talent. It is a way of building generations of artists and entrepreneurs so that they can pass their knowledge on to future generations.

We have developed 3 educational programmes in South Africa, Jamaica and Madagascar and have trained over 150 young adults in various artistic fields, while awarding more than 60 scholarships in these countries.

The policy of artistic commissions is our second line of action. Over the past decade, we have commissioned 21 works from emerging and mid-career artists, in collaboration with cultural institutions and the Group’s industrial sites, with the same desire to create professionalizing and supportive projects.

Today, we want to continue to create and support impact projects that have a social and societal dimension and that convey a positive and constructive message.

Lorraine Gobin, Managing Director of Rubis Mécénat

Rubis Mécénat in figures

3 ONGOING ARTISTIC AND SOCIAL EDUCATIONAL PROGRAMMES
initiated and led by Rubis Mécénat in South Africa, Jamaica and Madagascar with the aim of reintregrating and teaching professional skills to young adults from disadvantaged local communities through the practice of the arts

OVER 150 YOUNG ADULTSS
(15 – 30 years old) supported within the frame of these educational programmes

OVER 60 SCHOLARSHIPS
awarded in South Africa, Jamaica and Madagascar to these young beneficiaries to enable them to access tertiary studies in the art field and to accompany them in their professional future

OVER 100 ARTISTS
invited to participate in these programmes and lead workshops for their beneficiaries

MORE THAN 20 CULTURAL EVENTS
organised locally and internationally with a view to showcasing programme beneficiaries (exhibitions, festivals, residencies, forums, etc.)

SUPPORT FOR
programme beneficiaries in their professional development and the provision of a local and international network of professionals

21 ARTISTIC COMMISSIONS
awarded to emerging and mid-career artists in France and abroad, in collaboration with cultural institutions and industrial sites of the Rubis Group

20 BOOKS
published on the projects and artists supported by Rubis Mécénat

1 VIDEO SERIES
of artist portraits produced by Rubis Mécénat

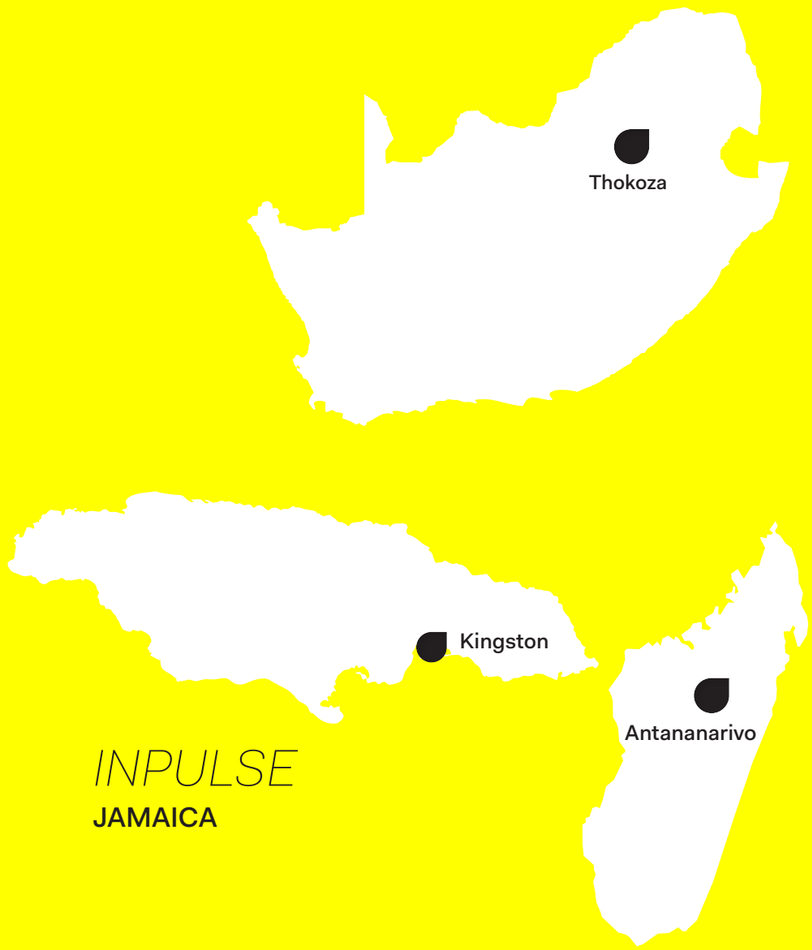
OVER 100 ARTWORKS
acquired from artists supported by Rubis Mécénat form the fund's collections and are exhibited within the offices of the Group and its subsidiaries

DUNKIRK
ROUEN
PARIS
STRASBOURG
SAINT PRIEST
AIGUES-MORTES
ARLES

SOCIO-CULTURAL PROGRAMMES
AND THEIR NETWORKS

ARTISTIC
COMMISSIONS

OUR ACTIONS THROUGHOUT THE WORLD



OF SOUL AND JOY
SOUTH AFRICA

NDAO HANAVAO
MADAGASCAR

INPULSE
JAMAICA

SOCIO-CULTURAL PROGRAMMES

Educational artistic and social programmes to reintegrate, professionalize and reveal young artists in South Africa, Jamaica and Madagascar.

Since 2011, Rubis Mécénat develops long-term social art initiatives by establishing educational artistic programmes based on the visual arts and design for young adults from disadvantaged communities in some of the countries where Rubis is active.
These educational programmes function as creative platforms at the heart of local communities by offering to young adults workshops led by recognised artists and general educational support classes so that they can acquire academic and artistic skills.

By going as close as possible towards those that are the furthest away from contemporary art, Rubis Mécénat reaffirms its belief in its educational and societal virtues. It does not only reach out to students, it also encourages the local community to enter into an active discourse around the visual arts and design.

NDAO HANAVAO

Innovation laboratory for social design
ANTANANARIVO, MADAGASCAR



After three years of deployment, Ndao Hanavao is now extending and undertaking new phases of experimentation around its research and forecasting laboratory. Rubis Mécénat is providing a logical follow-up by inviting new designers and artists to its research lab, which supports day after day the concepts of environmental justice, the very topic that does not evade the questions that link social and ecological necessities.
In 2021, the lab will extend its research and will welcome two other perspectives, two new experiences. Alexandre Echasseriau, a seasoned industrial designer who studied at ENSCI - Les Ateliers and École Boulle, will bring his atypical know-how and apply his research, technique and methodology to plastic recycling. Samuel Tomatis, for his part, will be invited as part of a long-term project for recycling natural waste around algae and invasive plants.



Fabrication of the Polyfloss wool, Ndao Hanavao laboratory, Antananarivo, 2019

Workshop with Joely Andriamomearisoa, Ndao Hanavao laboratory, Antananarivo, 2019

NDAO HANAVAO



The Ndao Hanavao team with a traditional malagasy rug (Jiscky) in Polyfloss wool made with the designer Carine Ratovonarivo, Antananarivo, 2020

Ndao Hanavao (let's innovate) is a local initiative launched in 2018 by Rubis Mécénat in association with Vitogaz Madagascar (a Rubis Group subsidiary) in Antananarivo, Madagascar.

Ndao Hanavao is an innovation and creation laboratory set up by guest designers and young vocational trainees with artisans, engineers and local stakeholders. It strives to find viable long-term solutions focused on object design to the social problems facing the population in Madagascar living in insecurity.

For his first edition, Ndao Hanavao invited The Polyfloss Factory, represented by French designers Christophe Machet and Émile de Visscher, to establish and develop their Polyfloss machine concept in Antananarivo, in order to set up an ongoing incubation, experimentation and training laboratory aimed at the transformation of plastic waste, a major local issue.

The Polyfloss Factory is an innovative plastic recycling process which draws its inspiration from candyfloss.

It produces a flexible wool which can be used in different ways as a thermal insulator, as packaging, for decorative items, and also for textile/artisan purposes, moulding, and creating design pieces.

All year long, the Ndao Hanavao laboratory hosts six young Malagasy trainees from disadvantaged areas of Antananarivo in order to accompany them in the development of collaborative and commercial initiatives with local craftspeople, with the Polyfloss wool.

In addition, the project invites artists and designers interested in experimenting with the Polyfloss wool produced in the laboratory.

Ndao Hanavao was elaborated with Benjamin Loyauté, project curator. It is led locally by Carine Ratovonarivo, project coordinator and Camille de Roffignac, project manager.

Being trained locally, dealing with real problems that challenge us on a daily basis, with a job on offer: this process is what gives the Ndao Hanavao project all its strength.

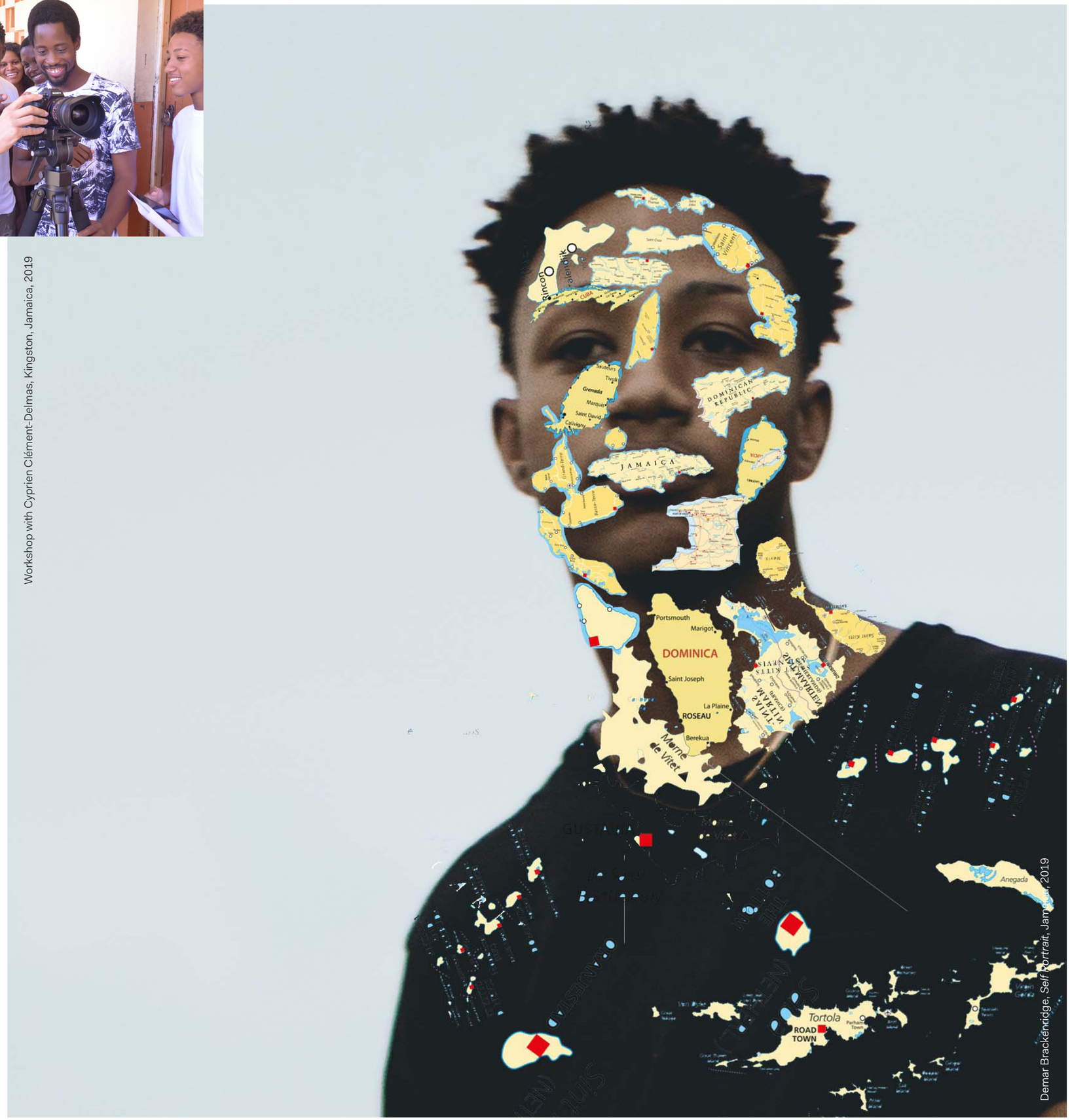
CARINE RATOVONARIVO, eco designer and coordinator of the Ndao Hanavao project

INPULSE

Creative platform for visual arts
KINGSTON, JAMAICA



Through the practice of visual arts, InPulse has been aspriring in the last six years to sustainably promote personal development of young people in Kingston's local communities by offering them new perspectives, thus giving them new tools to thrive in an often instable and precarious environment. The programmes's young artists also benefit from a network of professionals, enriched with cultural actors in the Caribbean. By encouraging exchanges between artists and the local cultural institutions, InPulse become a support platform dedicated to revealing young Jamaican artists.



INPULSE



InPulse Arts Festival, Kingston, Jamaica, 2019

InPulse is an ongoing project undertaken in 2015 by Rubis Mécénat in partnership with Rubis Energy Jamaica at the heart of the Dunoon Park community in East Kingston, Jamaica. It strives to support Jamaican youth and improve the conditions of young adults from local communities through the practice of visual arts as a positive means of expression.

A creative platform and a life skills development programme, InPulse offers visual arts courses led by local and international artists as well as general-purpose educational training. Furthermore, the programme introduces its participants to the art market and to its professionals.

Each year the project awards scholarships to the most promising students to pursue a tertiary education at the Edna Manley College of the Visual and Performing Arts in Kingston.

The project is led by Camille Chedda, Jamaican visual artist and InPulse project manager since 2016.

The programme is very much needed in Jamaica (...) What I really admire of the programme other than what it does in terms of providing opportunities is the way in which it introduces its participants to professional practices from very early on (...) Those are tools that young artists often do not have.

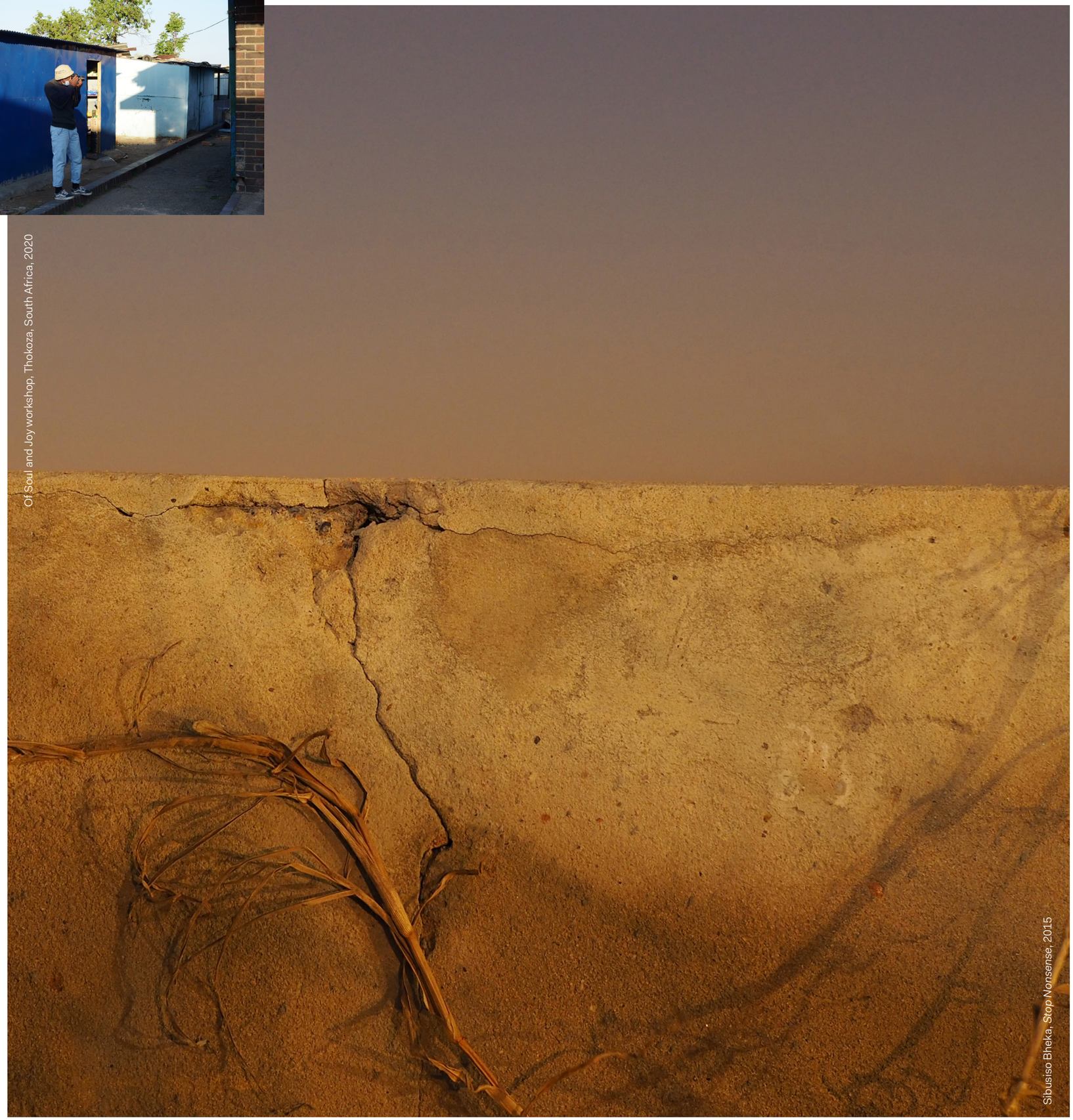
VEERLE POUPEYE, Jamaican historian and art critic

OF SOUL AND JOY

Platform for learning photography
THOKOZA, SOUTH AFRICA



For nine years now, Rubis Mécénat has been supporting the practice of photography as a tool for emancipation through its ongoing programme Of Soul and Joy, initiated in 2012 in the heart of the township of Thokoza, southeast of Johannesburg, South Africa. The programme expands its support by offering young photographers an access to cultural networkactors of the local and international scene – a tailored support in order to reveal a new generation of South African photographers and to accompany them in their professional career.



Of Soul and Joy workshop, Thokoza, South Africa, 2020

Sibusiso Bheka, *Stop Nonsense*, 2015

OF SOUL AND JOY



Lindokuhle Sobekwa, *A Place of Peace*, 2017

Of Soul and Joy is a lasting social art initiative undertaken in 2012 by Rubis Mécénat and Easigas (Rubis Group's South African subsidiary) in Thokoza, a township in the southeast of Johannesburg in South Africa. Its goal is to develop artistic skills in the field of photography amongst the township's vulnerable youth by providing an understanding of photography as a means of expression, in order to open up new personal and professional horizons.

As a creative platform, Of Soul and Joy offers weekly workshops led by renowned photographers, encounters with art professionals, collaborations with cultural institutions and organizes art events in Africa and abroad.

Each year the most promising students are awarded scholarships to pursue their studies in photography in a university of their choice, such as the Market Photo Workshop in Johannesburg.

Today, the programme attracts emerging photographers coming from the different townships surrounding Johannesburg, thus expanding its action.

The project is led by Jabulani Dhlamini, South African photographer represented by the Goodman Gallery and Of Soul and Joy project manager since 2015.



Lindokuhle Sobekwa, *Jordan and Nadine, Daleside series*, 2018

The project fosters change and has a positive impact on the lives of our students and the community. This support also helps to promote the South African arts industry.

JABULANI DHLAMINI, South African photographer and Of Soul and Joy project manager

Promoting contemporary creation through production aids and art commissions in France and abroad.

ARTISTIC COMMISSIONS

ARTISTIC COMMISSIONS IN 2021

As it celebrates its 10th anniversary in 2021, the endowment fund continues its commitment to contemporary creation and artists throughout the world. Since its origins, Rubis Mécénat aims to establish a dialogue between contemporary art and specific places by joining forces with emerging and midcareer artists. The fund commissions the artists to create site-specific art works for art institutions and for the industrial sites of the Rubis Group.
For each commission, Rubis Mécénat produces the artwork and accompanies the artist throughout the artistic process. The fund also supports the artist in a longer term by purchasing works, editing art books and producing artists' films.



BONES
TANIA MOURAUD

RUBIS TERMINAL, DUNKIRK, FRANCE

UNTIL JANUARY 2022

Prolongation of the installation "BONES" created in 2019 by Tania Mouraud for one of the storage tanks at Rubis Terminal Dunkirk. Inspired by a quote from Shakespeare's The Tempest, this work was commissioned for the triennial GIGANTISME ART & INDUSTRIE, and is now part of the FRAC Grand Large - Hauts-de-France's programming.



FIVE HUNDRED YEARS AGO
PIERRE ROY-CAMILLE

LA SARA, LE LAMENTIN, MARTINIQUE

SINCE FEBRUARY 2021

Permanent monumental artwork of more than 200 square meters created by French artist Pierre Roy-Camille on a storage tank at the SARA industrial site in Martinique.

Within the frame of the call for projects launched in March 2020 in collaboration with the City of Le Lamentin, the DAC Martinique and artist Ricardo Ozier-Lafontaine.

DALESIDE
CYPRIEN CLÉMENT-DELMAS ET LINDOKUHLE SOBEKWA

PHOTO*SAINT*GERMAIN FESTIVAL
PARIS, FRANCE

JANUARY 2021

Exhibition showcasing the "Daleside" series commissioned by Rubis Mécénat and realised by French photographer Cyprien Clément-Delmas and South African photographer Lindokuhle Sobekwa, a member of the Of Soul and Joy project and a Magnum Photos associate. The series documents Daleside, an Afrikaner suburb near Johannesburg, South Africa.

Curated by Valérie Fougeirol
Publication with GOST Books



BRISE DU ROUGE SOLEIL
JOËL ANDRIANOMEARISOA

TOWERS AND RAMPARTS
OF AIGUES-MORTES, FRANCE

APRIL – SEPTEMBER 2021

In collaboration with the Centre des monuments nationaux
"Carte blanche" to the Malagasy artist Joël Andrianomearisoa for the Towers and Ramparts of Aigues-Mortes, within the frame of Africa2020.

The exhibition features a series of works which will evoke the artist's world and the history of the monument.

Publication with Revue Noire





LA NUIT DERNIÈRE
ALEXANDER MURPHY ET JOËL ANDRIANOMEARISOA

TOWERS AND RAMPARTS OF
AIGUES-MORTES, FRANCE

APRIL – SEPTEMBER 2021

Experimental short film produced by Rubis Mécénat, unveiled in exclusivity for the exhibition "Brise du rouge soleil" by the artist Joël Andrianomearisoa.

PRODUCTION AID FOR THE ARTISTS OF THE CRUSH PROGRAMME BY THE BEAUX-ARTS DE PARIS

EXHIBITION
AT ST. EUSTACHE CHURCH
PARIS, FRANCE

AUTUMN 2021

Laureate 2021: Dhewadi Hadjab

On the occasion of CRUSH, a professionalizing programme initiated by the Beaux-Arts de Paris in 2021, Rubis Mécénat supports a young artist of the School through a production aid and an exhibition. This year's laureate, Algerian painter Dhewadi Hadjab, will create a monumental diptych that will be exhibited at St. Eustache Church in the Autumn 2021.

Curated by Gaël Charbau

In-depth support for artists through the purchase of works and the production of publications and videos.

FURTHER SUPPORT TO THE ARTISTS

PUBLICATIONS

Within the framework of its support to contemporary artists, Rubis Mécénat's various projects give rise to publications produced with the artists and independent publishing houses.

SELECTION OF PUBLISHED BOOKS SINCE 2011

Daleside: Static Dreams
Lindokuhle Sobekwa and Cyprien Clément-Delmas
GOST Books
2020

Ndao Hanavao !
Rubis Mécénat
2020

What have you found out so far
Benjamin Loyauté
Dilecta
2019

I HAVE FORGOTTEN THE NIGHT
Joël Andrianomearisoa
Revue Noire
2019

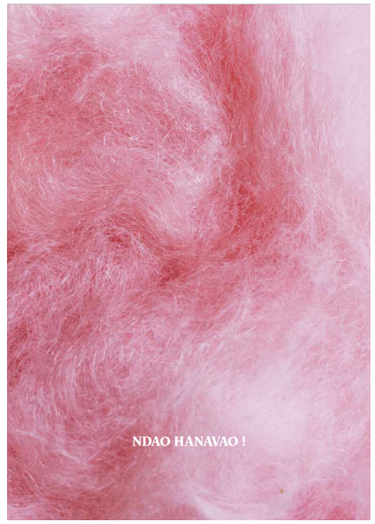
Peak Oil
Geert Goiris
ROMA Publications
2020

Stéphane Thidet
Liénart éditions
2016

FREE FROM MY HAPPINESS
Rubis Mécénat
2015



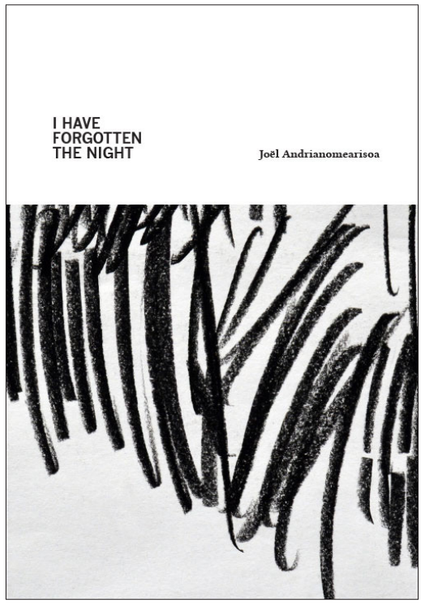


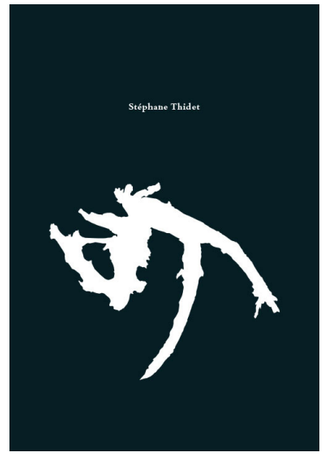


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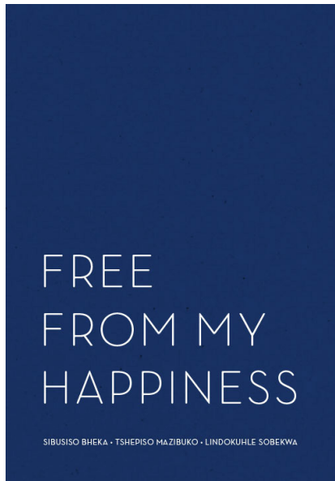


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Discover all the publications here

ART(ist) SERIES

A video series of portraits of artists

BY ALEXANDER MURPHY

The ART(ist) series aims to capture the profile of Rubis Mécénat affiliated artists with different cultural backgrounds. Through this project, Rubis Mécénat wishes to highlight the diversity of the artists supported by the cultural fund.



ART(ist) #1
GEERT GOIRIS
Belgian photographer

ART(ist) #2
STEPHANE THIDET
French visual artist

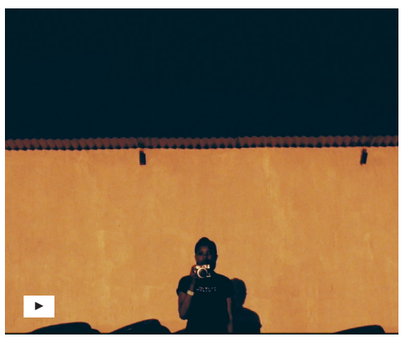
ART(ist) # 3
FANNY ALLIÉ
French visual artist

ART(ist) #4
TSHEPISO MAZIBUKO
South African photographer
from the Of Soul and Joy project

ART(ist) #5
KID KRÉOL & BOOGIE
Reunionese artist duo

ART(ist) #6
JABULANI DHLAMINI
South African photographer
and Of Soul and Joy
project manager



















ART(ist) #7
BENJAMIN LOYAUTÉ
French visual artist

ART(ist) #8
SHEENA ROSE
Barbadian visual artist

ART(ist) #9
CAMILLE CHEDDA
Jamaïcan visual artist
and InPulse project manager

ART(ist) #10
CYPRIEN CLÉMENT-DELMAS
French filmmaker and photographer

ART(ist) #11
LINDOKUHLE SOBEKWA
South-african photographer
from the Of Soul and Joy project



ART COLLECTION

Rubis Mécénat acquires artworks from the artists it supports in order to pursue its support to artistic creation. These works are exhibited at the different headquarters of the Rubis Group and its subsidiaries throughout the world.

SELECTION OF WORKS ACQUIRED SINCE 2011

Left to right, top to bottom:

LINDOKUHLE SOBEKWA

Mid-day, mid-week, outside the local bottle store, Daleside Home of Champions, 2016

inkjet on Baryta paper, edition 1/7

2021 acquisition

LAURELINE GALLIOT

From trash to craft, 2019

Series of three digital print on paper 300g

2020 acquisition

BENJAMIN LOYAUTÉ

"In nature's economy the currency is not money, it is life.", 2020

Polished golden bronze, wax 3D printed on bronze

2020 acquisition

JOËL ANDRIANOMEARISOA

Orderisorder, Inconnu et *Izay Nanao Ny Maraina Hifandimby Amin'ny Alina*

Series of three wall hangings in Poyfloss fiber, silk paper and coal
2019 - 2020

2020 acquisition

GEERT GOIRIS

Peak Oil, 2017

Series of 26 pigment prints, edition 1/5

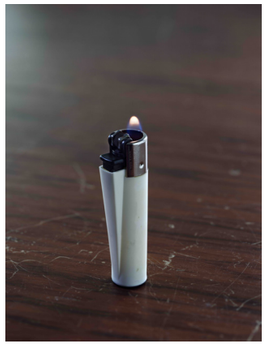
2017-2018 acquisition



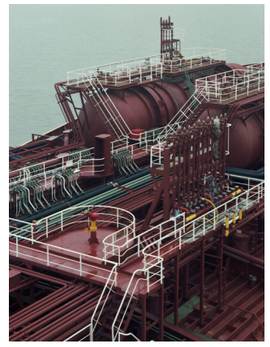












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Cover :
© Cyprien Clément-Delmas, *Tree girl*, Daleside series, 2020
courtesy Rubis Mécénat
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courtesy Rubis Mécénat
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p.16 © Rijasolo
p.18 © Richard Lindo
p.19 © Demar Brackenridge
p.20 © Akiem 2
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© Laureline Galliot, work created within the frame of the Ndao Hanavao programme, Madagascar
courtesy Rubis Mécénat
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10 YEARS rubis mécénat

