



# PRESS KIT

20  
25

ENDOWMENT  
FUND FOR COMMITTED  
ARTISTIC AND  
SOCIAL PROJECTS

*The ensemble of these actions  
meets Rubis Mécénat's desire  
to promote contemporary creation  
in all its diversity, encouraging  
transmission and exchange  
while creating the essential  
conditions for new artistic forms  
and discourses to emerge.*



# ABOUT

The Rubis Mécénat endowment fund, created by Rubis in 2011, carries out committed artistic and social projects. Their aim is to promote contemporary creation, support emerging artists, and empower disadvantaged youth through art.

Since its inception, Rubis Mécénat has been committed to highlighting contemporary creation—both exacting and democratic—by providing production assistance to emerging and mid-career artists to create new work. The resulting artworks are exhibited in France, in partnership with public-oriented cultural institutions and events.

Aware of the importance of emerging and new creative voices, as well as unequal access to an artistic career, the fund also supports aspiring artists through several professionalisation and awareness-raising programmes. This includes the Rubis Mécénat Prize with Beaux-Arts de Paris, as well as support for the Young Creation workshop led by the Ateliers Médicis and the associated Young Creation Grant.

Moreover, Rubis Mécénat—driven by its conviction in the social role of art—develops artistic and cultural education projects in some countries where Rubis operates. Their goal is to empower disadvantaged youth and contribute sustainably to their training and integration by using artistic practice as a means of emancipation and positive engagement. In 2012, Rubis Mécénat established Of Soul and Joy, its first project centered on photography in the township of Thokoza, in Johannesburg, South Africa. The fund then developed InPulse, a project around visual arts, in Kingston, Jamaica. Most recently, in 2018, it created the Ndao Hanavao laboratory around social design in Antananarivo, Madagascar.

The ensemble of these actions meets Rubis Mécénat's desire to promote contemporary creation in all its diversity, encouraging transmission and exchange while creating the essential conditions for new artistic forms and discourses to emerge.

# IN 2025

Rubis Mécénat ongoingly supports emerging artistic creation in France and is celebrating the fifth edition of its Prize with Beaux-Arts de Paris, which brings together fifth-year student Liselor Perez and guest curator Julia Marchand around a unique installation at Saint-Eustache church debuting this fall.

Spurred by this same objective, the fund is partnering with La Station Cultuelle, a major cultural player in Martinique, and the *unRepresented* by approche salon in Paris to debut a grant to support French Caribbean and Amazonian contemporary creation, for artists not already represented by galleries. The winner of this first edition is Jordan Beal, an artist from Martinique, who is presenting his *Corrosion* series at the *unRepresented* salon in April.

Furthermore, the fund is renewing its support for the Young Creation workshop led by the Ateliers Médicis and the Centre Pompidou as part of *La Cinémathèque Idéale des banlieues du monde*. This year, it provides mentorship for six young artists and filmmakers to develop their film projects. The fund is also continuing its support of the associated Young Creation Grant, awarded to filmmaker Josza Anjembe for this third edition.

This commitment to supporting emerging creation is further strengthened by awareness-raising initiatives for artistic practices. This includes support for the second consecutive year of La Fabrique du Regard, an educational programme led by LE BAL. It is also expressed through a new partnership with the nonprofit Thanks for Nothing, as part of the “Artworks for Solidarity” co-creation workshops aimed at audiences with little access to culture and centred around the creation of a work with artists put forth by the fund: this year, Benjamin Loyauté and Fanny Allié.

Internationally, Rubis Mécénat is celebrating many highlights amongst its artistic and cultural education projects, including the fifth Of Soul and Joy Photo Fest in the township of Thokoza in Johannesburg, South Africa. Having debuted in 2016, this event, open to all, celebrates the creativity and dynamism of the project’s photographers and the wider local art scene, heightening art and culture awareness in Thokoza’s community. In Madagascar, over five years of research and experimentation around plastic and plant waste—spearheaded by local and international artists and designers—will be presented starting 28 June during Tana Design Week in Antananarivo in the collective exhibition *Matières des Possibles*.

# SUMMARY

- 8 SUPPORTING CONTEMPORARY CREATION
- 20 DEVELOPING ARTISTIC AND CULTURAL EDUCATION PROJECTS
- 40 EXPANDING SUPPORT FOR ARTISTS
- 42 CONTACT



**SUPPORTING  
CONTEMPORARY  
CREATION**

## CREATING

Since its inception, Rubis Mécénat has been committed to highlighting contemporary creation—both exacting and democratic—by providing production assistance to emerging and mid-career artists to create new work. The resulting artworks are exhibited in France, in partnership with public-oriented cultural institutions and events.

## SUPPORTING

Aware of the importance of emerging and new creative voices, as well as unequal access to an artistic career, the fund also supports emerging artists through several professionalisation and awareness-raising programmes.

Since 2021, the Rubis Mécénat Prize in partnership with Beaux-Arts de Paris enables a student to receive production assistance and curatorial advisement for the creation of a new work at Saint-Eustache church in Paris.

Since 2023, Rubis Mécénat has supported the Young Creation workshop developed by the Ateliers Médicis as part of the *Cinémathèque idéale des banlieues du monde*, for young artists and filmmakers making a film or audiovisual project. Supplementing this support is the Young Creation Grant of the Ateliers Médicis and Rubis Mécénat, awarded each year to a filmmaker or artist from the workshop for the development of one of their projects.

In 2024, the fund extended its support to La Fabrique du Regard, the educational programme of LE BAL, which aims to shape young people through image literacy so as to sharpen their gaze.

In 2025, Rubis Mécénat is launching a grant to support French Caribbean and Amazonian contemporary creation, in partnership with La Station Culturelle, a major cultural player in Martinique, and the *unRepresented* by approche salon to enable an artist living and working in Martinique, Guadeloupe or French Guiana to present their work at the *unRepresented* fair in Paris, and to benefit from a tailor-made programme of professional meetings.

## KEY FIGURES

**1** new grant to support French Caribbean and Amazonian contemporary creation

**24** contemporary artists received production assistance from Rubis Mécénat to create new works exhibited in partnership with cultural institutions and events: Nuit Blanche, Centre des Monuments Nationaux, Frac Grand Large—Hauts-de-France, etc.

**5** students from the Beaux-Arts de Paris received the Rubis Mécénat Prize and received production assistance and curatorial advisement for the creation of a new work exhibited at the Saint-Eustache church, Paris

**26** emerging artists and filmmakers were accompanied as part of the Young Creation workshop by the Ateliers Médicis, supported by Rubis Mécénat since 2023

**3** of these artists received the Young Creation Grant of the Ateliers Médicis and Rubis Mécénat to carry out a project

*Aware of the importance of emerging and new creative voices, as well as unequal access to an artistic career, Rubis Mécénat supports emerging artists through several professionalisation and awareness-raising programmes.*

# 2025 NEWS

## RUBIS MÉCÉNAT PRIZE WITH BEAUX-ARTS DE PARIS

**Winner: Liselor Perez,  
fifth-year student  
at Beaux-Arts de Paris**  
**Saint-Eustache church  
Paris, France**  
**02.10 — 30.11.2025**

In addition to its support for the Crush programme at Beaux-Arts de Paris, where the fourth and fifth-year students unveil their work to art professionals, Rubis Mécénat has been awarding since 2021 a prize to a student of the school to accompany them in the creation of a new artistic installation, presented each fall at Saint-Eustache church in Paris.

The winner of the fifth edition of the Rubis Mécénat Prize is Liselor Perez, a fifth-year student in Dominique Figarella's studio.

She will receive critical guidance from Julia Marchand, guest curator for this edition, as well as production support from Rubis Mécénat.

For her project, Liselor Perez will perform in various locations within the church, presenting a series of puppets that blend into the architectural motifs of the space. Her installation will serve as a poetic and conceptual exploration of existential tensions: the disjointed, fragile body seeking to be lifted up amongst the timeless, immutable architecture. The installation will invite viewers to perceive Saint-Eustache church as a living organism, marked by its scars and hopes.

## THE GLOWING HOMELESS Fanny Allié

**Saint-Eustache church  
Paris, France**  
**Until June 1<sup>st</sup>, 2025**

Invited by Rubis Mécénat, and part of the 40<sup>th</sup> anniversary of the soup kitchen La Soupe Saint-Eustache, artist Fanny Allié, known for her interventions in public spaces, is exhibiting the neon sculpture *The Glowing Homeless*. Inspired by the silhouette of an homeless person asleep on a public bench, the sculpture was initially created in 2011 for a park in Greenpoint, Brooklyn, New York.

To accompany this neon silhouette, Fanny Allié created the sound installation *Chants de La Pointe*, for which she recorded the whispered, hummed, sung and whistled songs of the beneficiaries of the association La Pointe Saint-Eustache during collaborative workshops

*“My work presents itself as a poetic and conceptual exploration of existential tensions: the body —fragile and seeking elevation—faced with timeless and immutable architecture.”*

Liselor Perez



**RUBIS MÉCÉNAT GRANT  
FOR FRENCH CARIBBEAN  
AND AMAZONIAN  
COTEMPORARY  
CREATION WITH LA  
STATION CULTURELLE  
AND UNREPRESENTED**

**2025 winner: Jordan Beal**

**UNREPRESENTED**

**Paris, France**

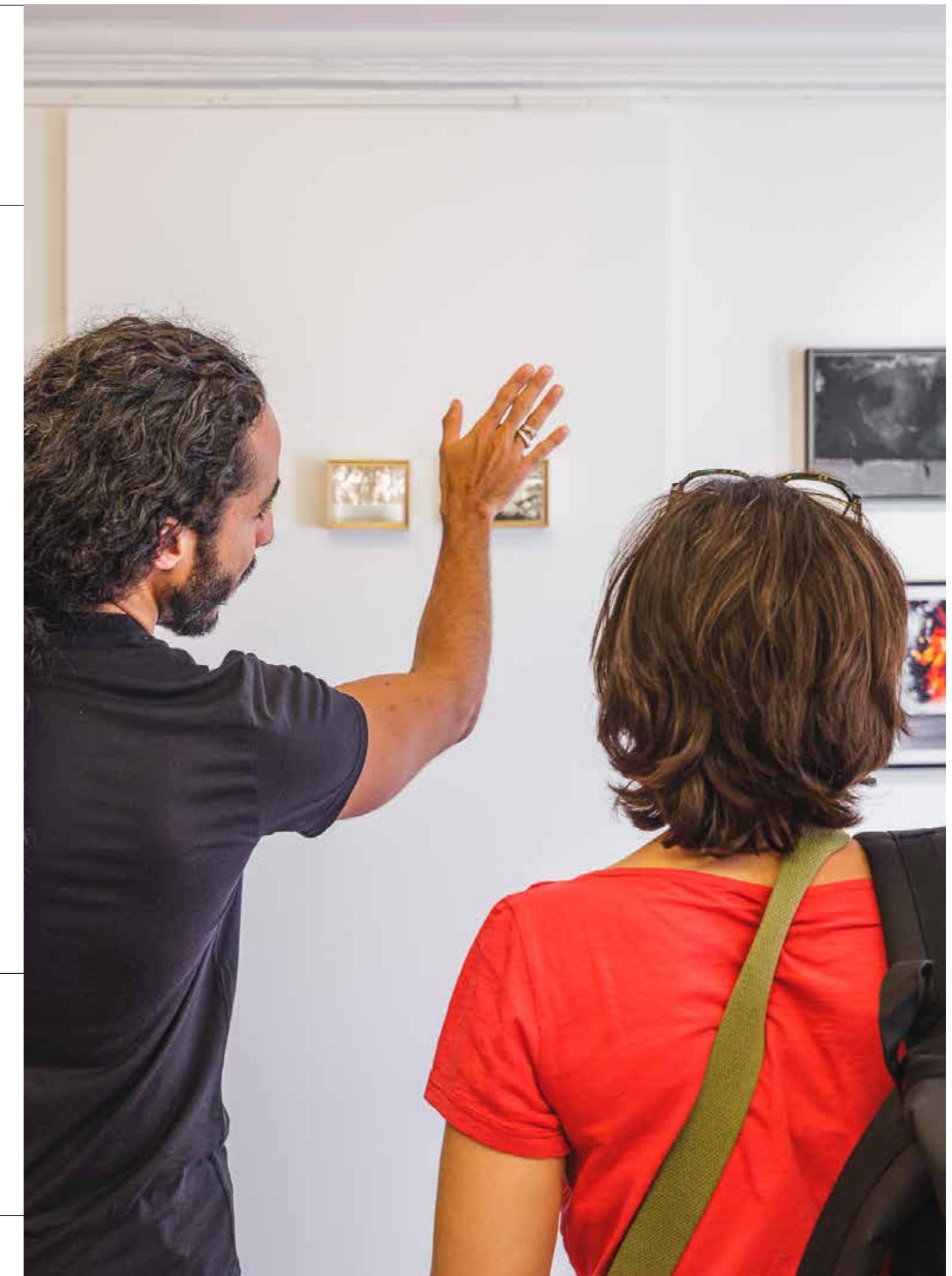
**04 – 06.04.2025**

In 2025, Rubis Mécénat partnered with La Station Culturelle, a major cultural player in Martinique, and the salon *unRepresented* by appr oc he to launch a grant for French Caribbean and Amazonian contemporary artists not represented by galleries.

The grant allows an artist living and working in Martinique, Guadeloupe or French Guiana to present new work at *unRepresented* in Paris from 4-6 April 2025, and to benefit from tailor-made professional

networking to develop their artistic career.

The 2025 winner, Jordan Beal, was born in Martinique in 1991. Tackling image and photography, reality and imagination, his work blends techniques and substances, situated visions and collective abstractions. By deliberately damaging his negatives and prints using corrosive substances and fluids (notably seawater), he breaks with the idea of a sovereign human subject to reveal the essence of the image. His work, anchored in its "insularity", explores notions of horizon and connection.



*This production and distribution grant aims to promote the dynamism of contemporary Caribbean and Amazonian creation in France, while addressing inequalities linked to the visibility and mobility of artists from these territories.*

**SUPPORT TO THE  
YOUNG CREATION  
WORKSHOP BY THE  
ATELIERS MÉDICIS  
AS PART OF THE  
CINÉMATHÈQUE IDÉALE  
DES BANLIEUES  
DU MONDE**

Paris, France  
February—April 2025

**Public presentation  
at the BNF in November 2025**

For the third consecutive year, Rubis Mécénat is renewing its support for the Young Creation workshop led by the Ateliers Médicis and the Centre Pompidou as part of *La Cinémathèque idéale des banlieues du monde*, with the support of the Centre National du Cinéma.

In 2025, six young artists and filmmakers—each at various stages of development in their projects—receive support from director, artist, and visual anthropologist Verena Pavel.

This edition focuses on the theme of image as proof/proof through images.

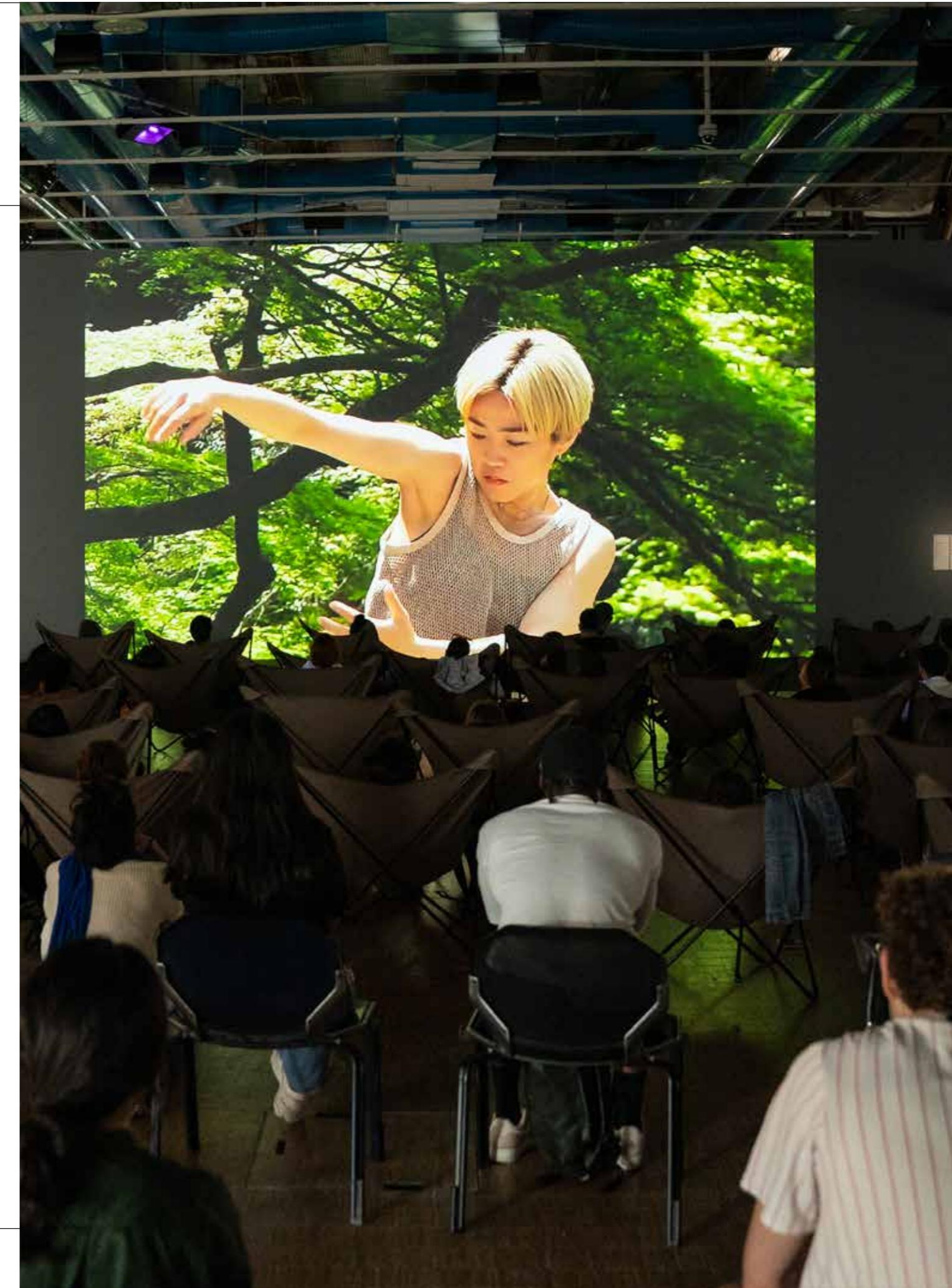
Each emerging artist benefits from three three-day sessions of both group and individual work alongside invited professionals and filmmakers.

**YOUNG CREATION  
GRANT ATELIERS MÉDICIS  
AND RUBIS MÉCÉNAT**

**2025 Winner: Josza Anjembe**

Since 2023, Rubis Mécénat has awarded a grant to help develop a project of one of the artists participating in the Young Creation workshop. This grant is part of *La Cinémathèque idéale des banlieues du monde*'s fostering of emerging voices by supporting artists with atypical journeys.

In 2025, the grant was awarded to Josza Anjembe to develop her film *La princesse, la Mangôn, et le retour du refoulé* (The Princess, the Mangôn and the Return of the Repressed).



**"ARTWORKS  
FOR SOLIDARITY"  
WORKSHOPS  
WITH THANKS  
FOR NOTHING**

**Guest artists: Fanny Allié  
and Benjamin Loyauté**

**Paris, France  
April and July 2025**

In 2025, Rubis Mécénat is partnering with the nonprofit Thanks for Nothing and inviting French artists Fanny Allié and Benjamin Loyauté to participate in the "Artworks for Solidarity" workshops, an ongoing programme from Thanks for Nothing since 2019. These co-creation workshops are intended for audiences with little access to culture. They centre around the creation of an artist's work using art as a tool to raise awareness, bring people together, and inspire. As part of a creative and humanist initiative, these workshops address environmental, social, and educational issues via creativity.

**SUPPORT TO  
LA FABRIQUE DU REGARD  
- LE FESTIVAL**

**LE BAL  
Paris, France  
04.06 — 07.06.2025**

In 2025, Rubis Mécénat renews its partnership with LE BAL by providing its support to the third edition of La Fabrique du Regard – Le Festival, which presents projects by young people and artists carried out within the framework of La Fabrique du Regard, LE BAL's educational and creative programme.

La Fabrique du Regard trains young people in and through the visual arts and works in depth with young people in underprivileged neighbourhoods, priority education networks and areas far from cultural and artistic facilities.

Since its start in 2008, La Fabrique du Regard has mobilised 24,000 young people, 1,320 teachers, 550 artists and members from the educational and cultural community within 275 neighbourhoods, spanning students from primary to high school and within institutional social structures.



# DEVELOPING ARTISTIC AND CULTURAL EDUCATION PROJECTS



## KEY FIGURES

### TRANSMISSION

Rubis Mécénat develops artistic and cultural education projects in order to sustainably contribute to the training and integration of young people from underprivileged backgrounds, using art and culture as means of emancipation and positive engagement.

In 2012, Rubis Mécénat established Of Soul and Joy, its first project within the township of Thokoza, in Johannesburg, South Africa. It is dedicated to young people from local communities and uses photography as a tool for integration, positive education and emancipation. In 2015, the fund developed the InPulse project in Kingston, Jamaica, around visual arts.

Most recently, in 2018, the Ndao Hanavao laboratory was created in Antananarivo, Madagascar, promoting innovation and training in social design. The aim of these projects is to help young people by providing them with professional skills in different artistic fields. They are based on knowledge transmission between mentors and students and are organised around weekly workshops led by local artists, encounters with professionals, allocations of academic scholarships, and cultural events.

Over the past decade, these projects have helped determine vocations and support aspiring artists.

1<sup>st</sup> project started in 2012

3 long-term projects

Over 500 beneficiaries

Nearly 100 academic scholarships attributed to access higher education in the arts

Over 200 workshops led by invited artists

Over 200 artists and professionals invited to share their knowledge

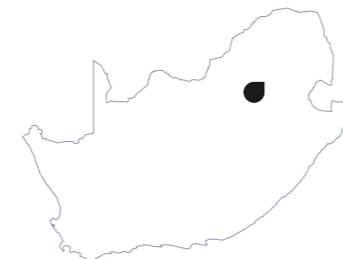
Over 50 events (exhibitions, festivals, residencies and cultural exchanges) organised in collaboration with cultural institutions: Magnum Photos, documenta, Hakanto Contemporary, etc.

*“These projects train and support young people from vulnerable backgrounds through artistic practice, encouraging the transmission and emergence of new creative voices within communities that are often excluded from traditional platforms.”*

Lorraine Gobin, Director of Rubis Mécénat

# OF SOUL AND JOY

THOKOZA  
JOHANNESBOURG  
AFRIQUE DU SUD



*“When I see the impact that the project has on the young people of our township, I find hope for a better, more radiant future. My wish is to see more spaces like this created, where young people have the chance to express themselves freely, to become what they want to be in life.”*

Jabulani Dhlamini, Of Soul and Joy Project Manager

Of Soul and Joy is a social and artistic mentoring programme created in 2012 by Rubis Mécénat to enable young people aged 13 to 30, from the township of Thokoza and surrounding areas of Johannesburg, to benefit from a framework and training in the field of photography. This tailor-made support system allows them to cultivate artistic expression and access new professional paths, so that they can in turn have a positive impact on their communities.

In addition to artistic training, the project offers its beneficiaries further training (professional practices, English, life skills, etc.) and access to a network of key players in the local and international cultural scene. Each year, the project awards academic scholarships

to the most promising students for higher education programmes in photography at a university of their choice, including the Market Photo Workshop in Johannesburg.

The project also allows new talents and vocations to emerge: South African photographer Lindokhule Sobekwa, introduced to photography via the Of Soul and Joy project, is today a member of the Magnum Photos agency; South African photographer Tshepiso Mazibuko is a finalist for the 2024 Discovery Award Louis Roeder Foundation at the Rencontres d'Arles.

Within the project, numerous artists and professionals are invited to share their experiences, including Roger Ballen,



Bieke Depoorter, John Fleetwood, David Goldblatt (in memoriam), Mikhael Subotksy, Sabelo Mlangeni and Andrew Tshabangu.

**Location:** Thokoza, township southeast of Johannesburg, South Africa

**Activit:** Professional training and integration via photography

**Founded:** 2012

**Project Manager:** Jabulani Dhlamini, South African photographer represented by Goodman Gallery

**Partner:** Easigas

## KEY FIGURES

Over 500 beneficiaries

2 weekly workshops led by South African artists

Over 50 academic scholarships awarded for higher education in photography

Over 200 intensive workshops and special projects in Thokoza, as well as with remote communities (rural zones, townships)

Nearly 200 artists and art professionals invited to lead workshops and pass along their knowledge

Over 30 exhibitions, residencies, educational and cultural exchanges organised with cultural institutions in South Africa and abroad: Magnum Photos, Rencontres d'Arles, Rencontres de Bamako, etc.

1 festival organised every 3 years in the township of Thokoza to raise awareness among local communities about photography and cultural actions around the project

## 2025 HIGHLIGHTS



### OF SOUL AND JOY PHOTO FEST #5

**Festival celebrating  
the Of Soul and Joy project  
and its photographers**

**Thokoza, South Africa  
18.10.2025**

In October 2025, the Of Soul and Joy project is organizing the fifth edition of its photography festival in the township of Thokoza, near Johannesburg, South Africa.

This public event celebrates the creativity and dynamism of the project's photographers and the local art scene, while raising awareness of art and culture in the Thokoza community.

### PHOTOGRAPHY WORKSHOP IN MOROCCO

**With Jabulani Dhlamini,  
Marouane Beslem,  
Abdelhamid Belahmidi**

**Sidi Bernoussi orphange  
Casablanca, Morocco  
30.04 – 14.05.2025**

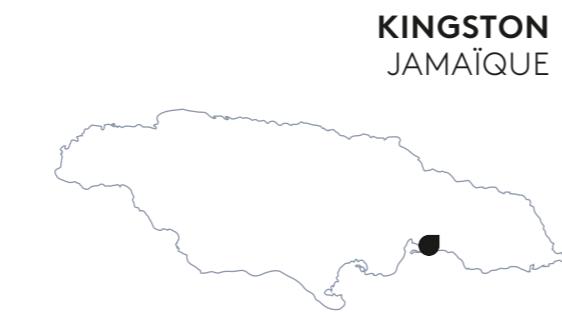
**Exhibition at Lycée Lyautey  
20 – 23.05.2025**

For several years, Of Soul and Joy has been running workshops on photographic practice and image awareness for populations far removed from the arts, in South Africa and abroad.

In 2025, the project is running a workshop that enables some twenty children from the Sidi Bernoussi orphange in Casablanca to discover photography through an immersive and creative training program, led by South African photographer Jabulani Dhlamini and Moroccan photographers Marouane Beslem and Abdelhamid Belahmidi.

The aim of the workshop is to give these vulnerable young people the technical and creative tools to tell their stories and establish a visual dialogue between South Africa and Morocco through photography.

# INPULSE



*“InPulse is an essential programme for our artistic ecosystem. The students join it at a pivotal moment in their lives, when they are interested in artistic practice but are faced with difficulties linked to their environment, which is prone to instability and precariousness.”*

Camille Chedda, InPulse Project Manager

InPulse is a social and artistic mentoring programme created in 2015 by Rubis Mécénat. It enables young people (aged 13 to 30) from volatile communities in Kingston to benefit from an educational framework and training in the visual arts. This tailor-made support system allows them to cultivate artistic expression and access new professional paths, so that they can in turn have a positive impact on their communities.

The young beneficiaries of the InPulse programme receive in-depth training in the field of visual arts and access to a network of professionals.

Each year, the programme awards academic scholarships to the most promising students to pursue higher

education at Kingston University of the Arts' Edna Manley College of the Visual and Performing Arts. The project also allows new talents and vocations to emerge: Jamaican artist Jordan Harrison, trained in visual arts with InPulse and a graduate of Edna Manley College, has been leading weekly artistic workshops for patients at Kingston's Bellevue Psychiatric Hospital since 2018.

Numerous artists and professionals are invited to share their experience within the project, including Johanna Castillo, Stéphane Thidet, Sheena Rose and Sharon Norwood.



**Location:** Kingston, Jamaica

**Activity:** Training and professional integration via the visual arts

**Founded:** 2015

**Project Manager:** Camille Chedda, Jamaican artist

**Partner:** Rubis Energy Jamaica

## KEY FIGURES

Nearly 100 beneficiaries

2 weekly workshops led by Jamaican artists

Over 20 academic scholarships awarded to higher education studies in the field of visual arts

Nearly 20 intensive workshops held in Kingston

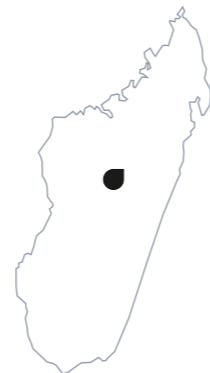
Over 50 artists and art professionals invited to lead workshops and pass along their knowledge

Over 10 exhibitions, residencies, educational and cultural exchanges organised with institutions in Jamaica and abroad: documenta, Caribbean Art Initiative, Ghetto Biennale, etc.



# NDAO HANAVAO

ANTANANARIVO  
MADAGASCAR



*“Ndao Hanavao is developing a local research and community actions laboratory by offering Malagasy youth an educational and training programme linked to design and its local economy.”*

Benjamin Loyauté, Ndao Hanavao Design Curator

Ndao Hanavao is an innovation and training laboratory for social design created by Rubis Mécénat in 2018. Its objective is to respond to local societal and environmental issues via innovative, viable and sustained design projects, developed in collaboration with guest designers. It also aims to sustainably contribute to the professional integration of Malagasy youth from underprivileged backgrounds, helping them build commercial and collaborative initiatives based on projects developed in the laboratory.

Three projects are currently being developed locally around recycling:  
— plastic waste becoming utility objects with French designer Alexandre Echasseriau;

- invasive algae becoming paper with French designer Samuel Tomatis;
- plastic waste becoming wool with the Franco-British designers behind The Polyfloss Factory.

The project also allows new talents and vocations to emerge: five young beneficiaries of Ndao Hanavao founded the eco-responsible company R'Art Plast in 2022, in order to commercialise materials and objects made from recycled, transformed plastic in the laboratory.

Numerous artists and professionals have been invited to share their experience within the project, including Joël Andrianomearisoa, Laureline Galliot,



Madame Zo (in memoriam) and Richianny Ratovo.

**Location:** Antananarivo, Madagascar  
**Activity:** Training and innovation laboratory for social design

**Founded:** 2018

**Design curator:** Benjamin Loyauté, French artist, critic and design historian  
**Project Manager:** Domi Sanji, Malagasy designer  
**Partner:** Vitogaz Madagascar

## KEY FIGURES

Over 20 beneficiaries in vocational training  
3 innovative social design projects implemented by designers Alexandre Echasseriau, Samuel Tomatis and The Polyfloss Factory

Over 2000 kg of plastic waste collected and recycled in Antananarivo for these projects

2000 kg of invasive algae collected in partnership with the Malagasy association Cétamada

1 eco-responsible company created within the laboratory by 5 project trainees

1 plastic recycling awareness programme led by Ndao Hanavao trainees within local communities

Over 20 designers and artists invited to lead workshops and create on site, based upon projects developed in the laboratory

Nearly 10 events, exhibitions, educational and cultural exchanges organised with cultural institutions in Madagascar: Fondation H, Hakanto Contemporary, Tana Design Week, etc.



## 2025 HIGHLIGHT

During Tana Design Week, Ndao Hanavao presents projects carried out at the lab with local and international artists and designers, focusing on plastic recycling and repurposed plant waste.

The exhibition *Matières des Possibles* (*Matter(s) of Possibilities*) explores the material cycle: from a raw and malleable state to transformation and reinvention as new resources. It's an experimental lab where what is discarded finds fresh use, a fertile space for rethinking our materials and shaping the world of tomorrow. The designers and artists at Ndao Hanavao have taken on a daring challenge: transforming materials considered irredeemable waste, making them into everyday objects that are attractive and functional. By giving plastic a second life, and reusing invasive algae, they show us that it is possible to reconcile creativity and environmental responsibility.

Since its creation, Tana Design Week has continued to energise the design scene in Antananarivo. Each edition explores a new facet of this discipline, inviting participants to push the boundaries of creativity. The 2025 edition, whose theme is "The Genius of Plants," invites visitors to explore many facets, from craftsmanship to architecture, graphic design to data visualisation.

**MATIÈRES DES POSSIBLES  
(MATTER(S) OF POSSIBILITIES)**  
Ndao Hanavao collective exhibition

Cité des Cultures  
Antananarivo, Madagascar

28.06 – 09.08.2025

Curated by Benjamin Loyauté  
With: Alexandre Echasseriau, Samuel Tomatis  
Laureline Galliot, Richianny Ratovo, Domi Sanji,  
The Polyfloss Factory



# EXPANDING SUPPORT FOR ARTISTS

<p><b>Eager to support artists in the promotion and dissemination of their work, Rubis Mécénat extends its reach by acquiring artworks, publishing artist books, and producing videos.</b></p>	<p><b>COLLECTION</b> Rubis Mécénat acquires artworks from artists accompanied by the fund in order to support contemporary creation.</p> <p><b>ARTIST BOOKS</b> To promote and disseminate contemporary creation, Rubis Mécénat works with artists and independent publishers to edit books on the projects supported by the fund.</p> <p><b>ART(ist) VIDEO SERIES</b> The ART(ist) series, directed by Alexander Murphy and produced by Rubis Mécénat, profiles the artists supported by the fund by showcasing the worlds and cultures specific to each individual.</p>	
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