

## Societe Generale announces two year partnership with the V&A

London, 27 August 2015

Societe Generale has extended its long term support of the arts by committing to a major two year partnership with the V&A – the first time the Museum has enjoyed confirmed support for two headline exhibitions from the same sponsor. The Societe Generale partnership will encompass lead sponsorship of two major upcoming exhibitions in 2016 and 2017.

Societe Generale has supported the V&A for more than a decade as a Corporate Member, providing vital financial assistance to improve and enhance the Museum's activities. This latest collaboration will significantly strengthen the relationship between these two leading organisations in helping the V&A to continue to deliver its world-class exhibitions programme. It also reflects Societe Generale's objective to build on the Group's profile in the UK, and follows its sponsorship as Worldwide Partner and only financial sponsor of Rugby World Cup 2015 commencing in England and Wales in September this year.

The V&A's major spring 2016 exhibition *Botticelli Reimagined* (5 March – 3 July 2016), will be the first show to benefit from the support of Societe Generale. The exhibition will explore both Botticelli's own work and the galaxy of ways that Botticelli's art has been interpreted through the centuries. There will be works on display from a wide roster of celebrated names, including Dante Gabriel Rossetti, William Morris, René Magritte, Andy Warhol and Cindy Sherman.

One of the founding aims of the V&A was to provide inspiration to artists and designers. The support of companies like Societe Generale is vital to ensure this mission is upheld for future generations, during a period of incredible transformation at the museum and at a time of decreasing government support.

Martin Roth, Director, V&A, says: *"More than ever before, the V&A depends on corporate backing in order to continue delivering its high quality, world-renowned exhibitions programme. The longer-term support from Societe Generale over two years is indicative of their significant commitment to the arts and we are so pleased to be extending our valued relationship with them to encompass two headline exhibitions."*

Ian Fisher, UK Country Head, Societe Generale, says: *"This latest partnership is a natural evolution of our long-standing relationship with the V&A and with the arts more generally, and comes at a time when we celebrate the 20<sup>th</sup> anniversary of Societe Generale's contemporary art collection. Alongside classical music, contemporary art is at the heart of our cultural patronage policy as a Group, which aims to promote creativity and innovation as well as promoting a commitment to open-mindedness and outreach in society. We look forward to working with the V&A as the lead sponsor for these exciting major forthcoming exhibitions during 2016 and 2017."*

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## NOTES TO EDITORS

### About the V&A

The V&A is the world's leading museum of art and design with collections unrivalled in their scope and diversity. It was established to make works of art available to all and to inspire British designers and manufacturers. Today, the V&A's collections, which span over 5000 years of human creativity in virtually every medium and from many parts of the world, continue to intrigue, inspire and inform. [www.vam.ac.uk](http://www.vam.ac.uk)

### About Societe Generale

Societe Generale is one of the largest European financial services groups. Based on a diversified universal banking model, the Group combines financial solidity with a strategy of sustainable growth, and aims to be the reference for relationship banking, recognized on its markets, close to clients, chosen for the quality and commitment of its teams.

Societe Generale has been playing a vital role in the economy for 150 years. With more than 148,000 employees, based in 76 countries, we accompany 32 million clients throughout the world on a daily basis. Societe Generale's teams offer advice and services to individual, corporate and institutional customers in three core businesses:

- Retail banking in France with the Societe Generale branch network, Credit du Nord and Boursorama, offering a comprehensive range of multichannel financial services on the leading edge of digital innovation;
- International retail banking, financial services and insurance with a presence in emerging economies and leading specialised businesses;
- Corporate and investment banking, private banking, asset management and securities services, with recognised expertise, top international rankings and integrated solutions.

Societe Generale is included in the main socially responsible investment indices: FTSE4Good (Global and Europe), Euronext Vigeo (Global, Europe, Eurozone and France), ESI Excellence (Europe) from Ethibel and 4 of the STOXX ESG Leaders indices. For more information, you can follow us on twitter @societegenerale and @SocGen\_UK or visit our websites at [societegenerale.com](http://societegenerale.com) and [societegenerale.co.uk](http://societegenerale.co.uk)

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