

THE *BROOKLYN MUSEUM* AND CHARGEURS PARTNER ON FIRST PHILANTHROPIC COOPERATION

PRESS RELEASE

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Chargeurs supports and takes part in Brooklyn Museum's exhibition devoted to the art and life of Frida Kahlo

On Friday, February 8, 2019, the Brooklyn Museum celebrated the opening of *Frida Kahlo: Appearances Can Be Deceiving*, the largest U.S. exhibition dedicated to Frida Kahlo in 10 years, featuring painting, photographs, film, as well as personal artifacts from her home, "La Casa Azul" (Blue House) in Mexico City.

As a generous sponsor of the exhibition, the Chargeurs Foundation will provide the public with an immersive visual museum experience, designed by Leach, at the entrance to the show.



Entrance to the exhibition dedicated to Frida Kahlo at the Brooklyn Museum,
Designed by **Leach**, a subsidiary of the Chargeurs Group
(Photo: Jonathan Dorado)

On the occasion of this first collaboration, **Michaël Fribourg, Chairman and Chief Executive Officer of Chargeurs**, said: "Chargeurs is pleased to commence a partnership between its American Foundation and the Brooklyn Museum, one of the nation's largest and oldest art museums. We are happy to be able to offer visitors to the Brooklyn Museum's exhibition, *Frida Kahlo: Appearances Can Be Deceiving*, an immersive visual experience, made possible by Leach's unique expertise."

Anne Pasternak, the Shelby White and Leon Levy Director, Brooklyn Museum, said: "We would like to thank Chargeurs for their generous support of this vital exhibition. The stunning Leach-designed light boxes at the entry to our exhibition truly set the stage for a magnificent experience."

AN INTIMATE GLIMPSE INTO WORLD OF FRIDA KAHLO IN THE UNITED STATES

The Brooklyn Museum's exhibition celebrates the work and life of Mexican modernist, Frida Kahlo. *Frida Kahlo: Appearances Can Be Deceiving* is the largest show in the U.S. dedicated to the artist in 10 years and offers visitors an intimate look at one of the most iconic artists of the 20th century. The exhibition is the first in the United States to display a collection of her personal possessions from *La Casa Azul* (Blue House), the artist's lifelong home in Mexico City. The objects, ranging from clothing, jewelry, and cosmetics to letters and orthopedic corsets, are presented alongside works by Kahlo—including key paintings and a selection of drawings—as well as photographs of the artist, all from the celebrated Jacques and Natasha Gelman Collection. Related historical film and ephemera, as well as objects from the Brooklyn Museum's extensive holdings of Mesoamerican art,

are also included. Offering an intimate glimpse into the artist's life, the show explores how politics, gender, clothing, national identities, and disability played a part in defining Kahlo's self-presentation in her work and life.

CHARGEURS FOUNDATION, PARTNER OF AN EXHIBITION THAT TAKES YOU DEEP INTO THE HEART OF COLOR

In addition to sponsorship, Chargeurs has set up innovative graphic light installations at the entrance to the exhibition. This disruptive visual experience was created by the creative technicians at Leach, a subsidiary of the Chargeurs group. As a creator of innovative visual experiences for museums, the company joined the Group last May as part of the Chargeurs Technical Substrates division.

Leach's portfolio of customers includes such prestigious institutions as the Museum of London, the Royal Air Force Museum and the National Charter Monument in Bahrain.

In December 2018, as part of the event organized by the Louvre entitled "Great French writers describe masterpieces of classical painting", the company provided a spectacular visual experience under the world-renowned Louvre pyramid.

ABOUT THE BROOKLYN MUSEUM

The Brooklyn Museum contains one of the nation's most comprehensive and wide-ranging collections enhanced by a distinguished record of exhibitions, scholarship, and service to the public. The Museum's vast holdings span 5,000 years of human creativity from cultures in every corner of the globe. Collection highlights include the ancient Egyptian holdings, renowned for objects of the highest world-class quality, and the arts of the Americas collection, which is unrivaled in its diverse range from Native American art and artifacts and Spanish colonial painting, to 19th- and early 20th-century American painting, sculpture, and decorative objects. The Museum is also home to the Elizabeth A. Sackler Center for Feminist Art, which is dedicated to the study and exhibition of feminist art and is the only curatorial center of its kind. The Brooklyn Museum is both a leading cultural institution and a community museum dedicated to serving a wide-ranging audience. Located in the heart of Brooklyn, the Museum welcomes and celebrates the diversity of its home borough and city.

ABOUT THE CHARGEURS FOUNDATION

Created in the summer of 2018, the Chargeurs Foundation is a core component of Chargeurs' philanthropic DNA. Keenly aware of the societal role it plays across 90 countries, Chargeurs has established its own foundation to strengthen its numerous commitments and activities to promote access to culture, health and education for the greatest number of people, as well as fostering intercultural dialogue.

The Foundation selects meticulously and passionately high quality projects with exceptional profiles.

By helping to foster the Group's values through its commitment, Chargeurs Foundation is turning out to be a key component of sustainable competitiveness that is boosted and developed by Chargeurs on a daily basis.



ABOUT CHARGEURS

Chargeurs is a global manufacturing and services group with leading positions in four segments: temporary surface protection, garment interlinings, technical substrates and combed wool.

It has some 2,000 employees based in 45 countries on five continents, who serve a diversified customer base spanning more than 90 countries.

In 2017, revenue totaled €533 million, of which more than 90% was generated outside France.

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