



L'Épouvantail (The Scarecrow), Paul Grimault, 1943, detail © Films Paul Grimault

Natixis and film

Natixis' cultural sponsorship

Natixis, a committed sponsor



Natixis' cultural sponsorship reflects one simple wish: To make works from French and international collections as widely accessible as possible.

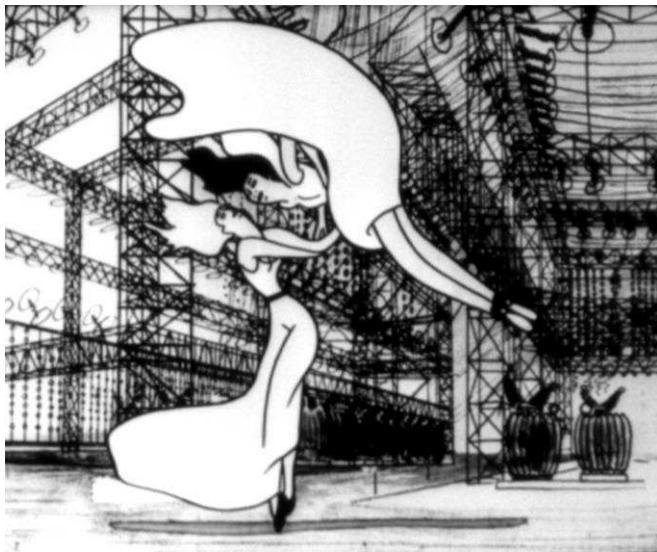
Since 2004, Natixis has revealed many hidden cultural treasures to the public as part of its innovative cultural sponsorship policy titled "Yesterday's Heritage, Tomorrow's Treasures."

This policy includes all the arts (painting, sculpture, film, decorative arts, etc.) and was officially recognized in 2008 when Natixis was presented with the French Culture and Communication Ministry's *Leading Sponsor* medal.

Rediscovering the first animated films

Natixis took part in the renovation of a unique collection of the earliest animated films, stored by the French Film Archives at the French national center for cinema and animated images (CNC). A retrospective of this collection was held at the Cinémathèque Française in October 2007.

The Cinémathèque Française showed a selection of animated shorts produced from the earliest days of film through the 1940s, providing an exploratory journey through a selection of choice original works.



La Joie de Vivre, Anthony Gross & Hector Hoppin, 1934
© DR/Restoration CNC - French Film Archives



L'Épouvantail (The Scarecrow), Paul Grimault,
1943 © Films Paul Grimault

Digitalization of the Albatros Collection



Le Lion des Mogols (The Lion of the Mogols), Jean Epstein © La Cinémathèque française



Le Lion des Mogols (The Lion of the Mogols), 1924 © Boris Bilinsky

The Albatros studios, also known as the Russian school of Paris, were born in the early 20th century following the exile of a group of Russian artists to Paris.

Between 1935 and 1958, the Albatros film collection was added to those held at the Cinémathèque Française. It is unique in both size and scope. Many film negatives exist, in particular short or long versions and special versions edited for export.

In 2007, the original negatives were analyzed and versions not yet restored were discovered.

Natixis provided support to the Cinémathèque Française to bring these unknown versions to the attention of the public, and to restore their original colors to films hitherto screened in black-and-white, such as *Le Lion des Mogols* (The Lion of the Mogols) by Jean Epstein.

Key figure:

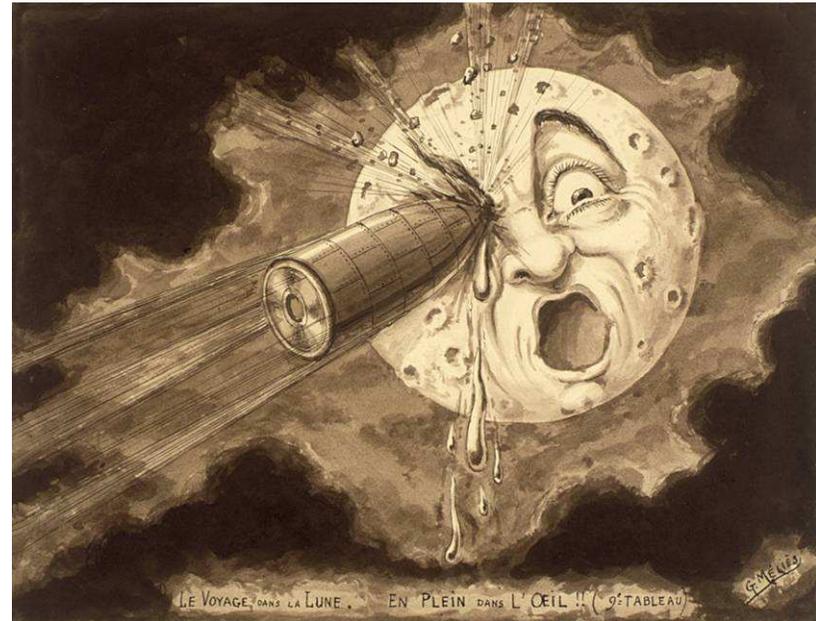
- 54 films digitized and restored

Sponsor of the Georges Méliès exhibit

Natixis also helped support the Cinémathèque Française in showing a broader public the treasures of the Georges Méliès Collection and his contribution to today's cinema.

The exhibit, which opened in spring 2008, offered a lively voyage into the imaginary universe of a man who channeled elements of Jules Verne and Professor Calculus from Tintin, and is considered to be the inventor of film.

It presented Méliès' magical cinematographic accomplishments, the studio in Montreuil where he filmed *Conquest of the Pole* (1912) and highlights from his fantasy universe, including the costumes, sketches and programs for the film *A Trip to the Moon* (1902).



A Trip to the Moon, Georges Méliès, 1902 © ADAGP, Paris, 2008