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Natixis and the Orchestre de Paris

Natixis' cultural sponsorship

Natixis, a committed sponsor



Natixis' cultural patronage 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 Patron* medal.

Natixis, sponsor of the Orchestre de Paris' website

Since 2007, Natixis has supported various projects to offer free online access to the recording archives of the Orchestre de Paris.

In 2010, a major project was conceived with the support of Natixis to mark the 150th anniversary of Gustav Mahler's birth and the end of Christoph Eschenbach's musical directorship.

Natixis is proud to have enabled online video access to Gustav Mahler's nine symphonies, performed by the Orchestre de Paris under the direction of Christoph Eschenbach between 2006 and 2009.

These works can now be streamed free of charge from the Orchestre de Paris's website.

This innovative project allows these masterpieces to reach a broader, non-specialist public, within France and beyond, reflecting Natixis' desire to make culture as widely accessible as possible.

The project complements the initiatives carried out in 2007, also sponsored by Natixis, to place memorable concert archives recorded by the Orchestra online. Anyone with Internet access can thus listen to the last Orchestre de Paris concerts with Rostropovitch in November 2006, or to Beethoven's *Missa Solemnis* directed by Sir Georg Solti and recorded in 1993.



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Key figures:

- 119 permanent musicians
- an audience of 165,000 people per year, of which 40,000 young people

The Asia Tour



Paavo Järvi ©
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Key figures:

- **2,000 spectators expected each evening**
- **80 musicians on stage**

In November 2011, Natixis will also take part in the Orchestre de Paris's Asia Tour.

Natixis is sponsoring the performances in Tokyo and at the *National Center for the Performing Arts* in Beijing.

Under the direction of Paavo Järvi, the Orchestre de Paris will perform pieces by Berlioz, Bizet, Debussy, Dukas, Franck, Mendelssohn, Messiaen, Ravel, Schumann and Stravinsky with the participation of renowned soloists such as David Fray, Akiko Suwanai and Dang Thai Son.