



ARTEXPLORA



The Museum-Boat
ARTEXPLORER

ART EXPLORA
Foundation



An international foundation

The mission of the Art Explora Foundation is to reduce the cultural divide by making arts and culture accessible, through all our projects, to as many people as possible.

We believe in the power of culture to create dialogue, encourage social cohesion and celebrate diversity.

Art makes us stronger!



The founder

In December 2019, French entrepreneur and philanthropist Frédéric Jousset decided to launch the Art Explora foundation.

Passionate about arts and heritage, Frédéric Jousset is a committed leader in the field of international arts philanthropy. He formerly chaired the board of directors of the École Nationale Supérieure des Beaux-Arts de Paris 2011-2014 and is currently President of Beaux-Arts & Cie (French art newspaper Beaux-Arts Magazine). He also holds the titles of Administrator of the École Nationale des Arts Décoratifs and Grand Patron of the Louvre Museum. He has notably been involved with Louvre for organizing museum links with prisons.



Art Explora: core programme



1. Art for everyone

- **Art Explora Academy:** a free digital learning platform for the general public about art history
- **Hangar Y:** an extraordinary parkland and exhibition space in a former zeppelin hangar
- **MuMo:** a travelling truck museum in partnership with the Pompidou Centre
- **The ARTEXPLORER** – the first ever global museum boat

2. Supporting institutions

- **Annual Award scheme for museums and arts organisations** in partnership with the Académie des beaux-arts to support innovative projects reaching new or typically socially-excluded audiences

3. Supporting artists

- **The Art Explora artist residencies in Paris and in the United States**
- New commissions and support for artist projects

The Art Explora Community

Over 1000 international volunteers!

We have a committed community working to promote and deliver the foundation's mission, through initiatives such as conversations about works of art with care home residents, reading sessions about art in leisure centres and hospitals, supporting the Art Explora Award and helping to test and improve the Art Explora Academy.



ARTEXPLORER
MUSEUM-BOAT

Concept



The museum-boat **ARTEXPLORES**

In 2023 Art Explora will launch a museum boat that will travel the seas to offer visitors around the world innovative artistic and cultural experiences.

This 46m long catamaran was designed by Axel de Beaufort and Guillaume Verdier to high environmental standards. A core part of this cultural enterprise is to raise awareness about the challenges facing our environment, particularly the seas and oceans, and to address important contemporary issues through our arts programme.

With a capacity of up to 2,000 visitors per day, the museum boat will navigate from port to port to meet new audiences, offering a unique and immersive artistic experience.



This pioneering project aims to:

- encourage cross-cultural dialogue
- deepen understanding of our shared cultural heritage
- promote access to the arts and culture as a right for all people, everywhere

Why the ARTEXPLORER BOAT?

- **To reach new audiences:** 60% of the world's population live in coastal regions
- **To meet demand:** 42% of Europeans visited a museum or an art exhibition in 2019
- **To address barriers:** 50% of young people see cost as a barrier to accessing arts and culture



The largest catamaran in the world - promoting access to culture for all



46.5 m

Overall length

17.25 m

Overall width

3.75 m

Freeboard height

55.5 m

Total height

"Designing a 46.5-metre catamaran, the largest in the world, was in itself an exciting challenge; constructing a museum-boat of this size that can accommodate 2,000 visitors is an unparalleled architectural and boatbuilding challenge that I am extremely pleased to be tackling with my teams. We imagined this aquatic museum as a full-blown work of art, using the finest materials, craftspeople, and know-how for its construction."

ARTEXPLORES

The Voyage



1 route, 1 region of the world.

Over the years, ARTEXPLORER will make voyages on different routes in various regions of the world. On each of them, the project will adopt a particular approach to the issues specific to each geographical area in order to offer a unique and tailored artistic programme.

Every month, ARTEXPLORER will make a stop at 1 or 2 ports, and, in selected locations, it will be accompanied by a festival village with a rich arts and cultural programme, developed in collaboration with local institutions, artists and museums in the host cities.

ARTEXPLORER will set up its village of flexible, temporary spaces at conveniently-located sites in the port, which can be easily accessed by the public.

VENISE
VENICE
البندقية

Marsellès

SYRA
SYRA
وسة

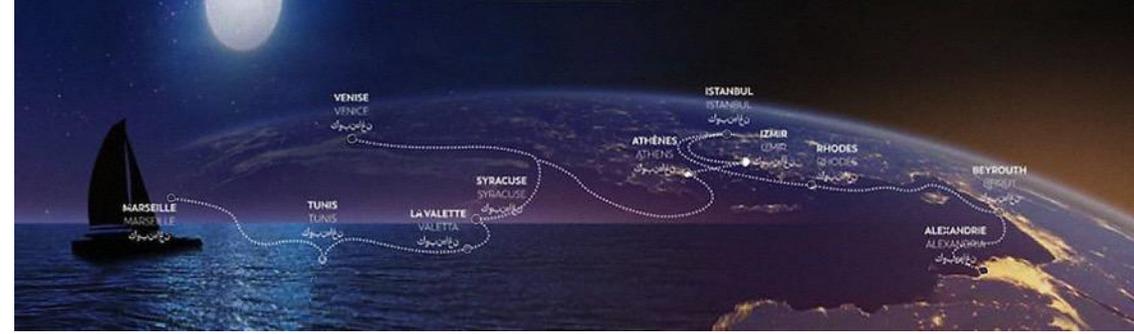
LA VALETTE
VALLETTA
فالتا

The first voyage 2023-24

ARTEXPLOERER will begin its voyage in late 2023 with a route around the Mediterranean lasting several months. The museum boat will cross the entire Mediterranean basin, from the Maghreb to the Middle East.

As the backdrop for cultural exchange for thousands of years, the Mediterranean is a place for intercultural dialogue by its nature. The scale of migratory movements across it adds to the social and cultural challenges that face its populations. This vast maritime region also raises critical environmental questions such as the rising sea levels, the preservation of the oceans, and ecosystems, and climate change.

The choice of this first route will therefore influence the main themes that run through the entire programme: environmental protection, migration issues and women's rights will be addressed throughout the voyage through the artistic programme on board and in the village festival at each port.



Our anticipated impact and visitor numbers

We expect more than 350,000 visitors aboard the museum boat

- 200 visitors at the same time
- Up to 2,000 visitors per day

The travelling Cultural Village will welcome more than 1,000,000 visitors

- Up to 10,000 people per day
- Visitors of all ages and backgrounds



ARTEXPLOERER

Visitor Experience



3 distinct zones for experiencing arts and culture

The museum-boat

2000 visitors per day can enjoy an innovative and immersive cultural experience on board the museum boat, developed in collaboration with the Louvre and other partner museums

The festival village

Multiple exhibitions, including works by contemporary artists, will be presented in containers or other temporary architectural structures that will accompany the museum boat for the entire voyage. The multi-disciplinary cultural festival will be coordinated in collaboration with local partner institutions.

The host city

Art Explora will work with local partners to encourage a diverse programme of arts activities that take place in the festival village and across the host city.



An innovative cultural experience

Aboard ARTEXPLORER



4 areas, 4 experiences



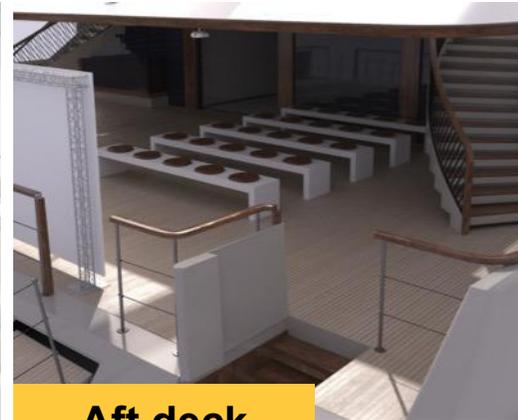
Pitch room

Introduction about the project, safety information and visit rules. Each visitor will be given an audio headset and a general introduction about the experience on-board.



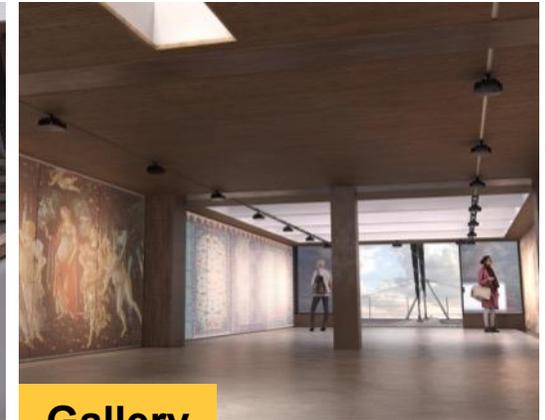
Flybridge

Introduction to the museum-boat, in the form of a film or an event. The programme for the week (including seminars, workshops and performances) will be presented via screen.



Aft deck

A film about the main exhibition (15 minutes), put together by the curators, providing an introduction to the main themes and ideas.



Gallery

An immersive multimedia exhibition created by the teams of curators from the Louvre and international partner museums. The experience will be produced by Art Explora. A selection of contemporary art works will be shown in the Project Room.

An immersive exhibition

Main Gallery, ARTEXPLORER

Each year, a new theme will be developed for each new route, reflecting on relevant contemporary issues

In 2023, the exhibition will be run in collaboration with the **Department of Eastern Antiquities at the Louvre Museum**. The exhibition curator will be **Noëmi Daucé** from the Department of Eastern Antiquities.

The exhibition will explore the **representation of women in the Mediterranean since antiquity**. The exhibition will include iconic masterpieces from the Louvre's collections to stimulate debate and discussion about female identity across the region and across history.

The exhibition will be developed **through a partnership between the Louvre Museum and other regional museums** in the Mediterranean.



Exploring the representation of women in the Mediterranean since antiquity



The cultural village

In each port, a village of containers or other temporary structures, will be assembled to create a festival of arts and culture - multiple exhibitions, film screenings, performances, workshops, kids programme – as well as leisure activities, food and drink for a fun day out!



The village will be designed by architects appointed through an open call to international architecture practices.

Cultural village

- Multi-disciplinary temporary exhibition spaces
- Film programme
- Performances and live art
- Seminars, workshops, discussions
- Kids activities and workshops
- Social areas – places to eat, drink and relax!



In collaboration
with local partner
institutions

Cultural village art programme

Each art space, or container, will feature a temporary art exhibition in different artistic media. One container will be dedicated to film and video, another to photography, while another will feature sound-based work. Another container may include an immersive installation by a single artist.

In the centre of the village will be an “agora”, a public space, for film screenings, performances and live art.

The artistic programme is being developed in collaboration with international partners, as well as curators and arts institutions from the different port cities on the ARTEXPLORER route across the Mediterranean.



A festival in the city

An arts festival celebrating local heritage and culture

Selected cities will host an arts festival including performances, seminars, concerts, readings and film screenings in partnership with local institutions.

The Art Explora Pass

We plan to establish an Art Explora Pass which gives entry to the museum-boat, the cultural village and the entire festival programme across the city.

This pass will also provide access to private visits at a selection of local cultural institutions.



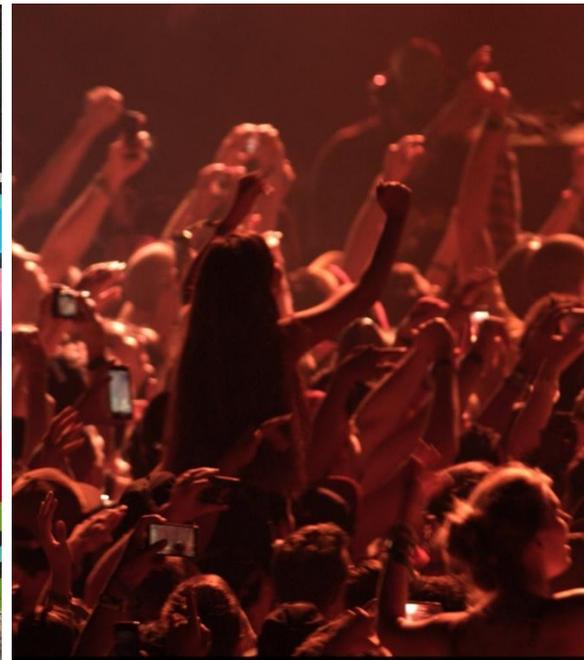
A festival in the city

An internationally renowned curator will be appointed in each country of the annual tour. The curator will be from the hosting country and will oversee the programming of a cultural festival.

An arts festival celebrating local heritage and culture: performances, seminars concerts, readings and screenings of artists' films will take place at different local institutions and across the city.

A programme of discovery for visitors Each day visitors can 'discover' a new cultural site, with a guide, to learn about local cultural heritage.

The Art Explora Pass will enable visitors to participate in the programme of local visits, as well as the festival across the city, and gain entry to the boat and culture village.



ARTEXPLORER
**Advisory
Board**



Advisory Board

An Advisory Board has been established for the ARTEXPLORER museum boat. We are gathering members from different fields to provide **scientific, technical and cultural expertise**.

The committee will include **leading figures from the arts, culture and non-profit world**, including organisations specialising in topics such as the environment, migration and women's rights.



Working together

Advisory Board members will attend **two steering-group meetings** (one by the end of 2021 and another during 2022) in order to discuss and plan the voyage.

Following these steering-group meetings, **working groups** will be set up on specific subjects based on each member's skills. We want to collaborate effectively to build our member's expertise into the ARTEXPLORER mission and programme.

We will invite all members to take part in a **full and immersive day trip to the ARTEXPLORER project site** to gain a deeper understanding of our challenges and opportunities.



An active role during the voyage

After the initial design phase, members of the Advisory Board will be invited to attend **the boat's launch in Marseilles.**

We anticipate that our members will play an important role during the voyage itself – perhaps as **a speaker at a public event**, or participating in a public seminar about their area of expertise.

Our Board Members are ambassadors for the project and may be asked to be involved in interviews, presentation videos and public events.



The Advisory Board

For the first voyage

Robert Calcagno

Director, Oceanographic Institute of Monaco

Sandra Dagher

Co-founder of the Beirut Art Centre and curator

Victorien Erussard

Captain and founder of Energy Observer

Hans Ulrich Obrist

Artistic director of the Serpentine Galleries

Maja Hoffmann

Founder of the LUMA Foundation

Loïck Peyron

Sailor

Sophie Beau

CEO and co-founder, SOS Méditerranée

Fabienne Lassalle

Deputy CEO, SOS Méditerranée

Sabine Grenard

Events manager, SOS Méditerranée

Jordi Savall

Composer

Francesca Thyssen-Bornemisza

Founder and President, TBA21

Markus Reymann

Director, TBA21-Academy



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