



BeauxArts Consulting

*Beaux Arts & Cie's consulting
agency*

Presentation

June 2024

Our ecosystem: at the crossroads of content and strategy

BeauxArts
Magazine

The leading monthly arts and culture magazine

BeauxArts
Éditions

Reference publisher for the art world

BeauxArts.com

The digital and video ecosystem

Geste/s

The quarterly for arts and crafts, expertise and contemporary creation

LE QUOTIDIEN DE L'ART

Everyday life for professionals in the cultural sector and art market

artips

The specialist in cultural discovery through storytelling

point parole

Cultural mediation: the specialized tour guide agency

BeauxArts
Consulting

The consulting partner for strategy, innovation and cultural engineering

BeauxArts
Institute

The artistic and cultural partner for businesses

SITEM MUSEVA

Trade fairs for museums and cultural venues

The Art Business Conference

The international network of art market players

MEDIA &
CONTENTS

CONSULTANCY &
MEDIATION

BeauxArts
&Cie

BeauxArts

Consulting

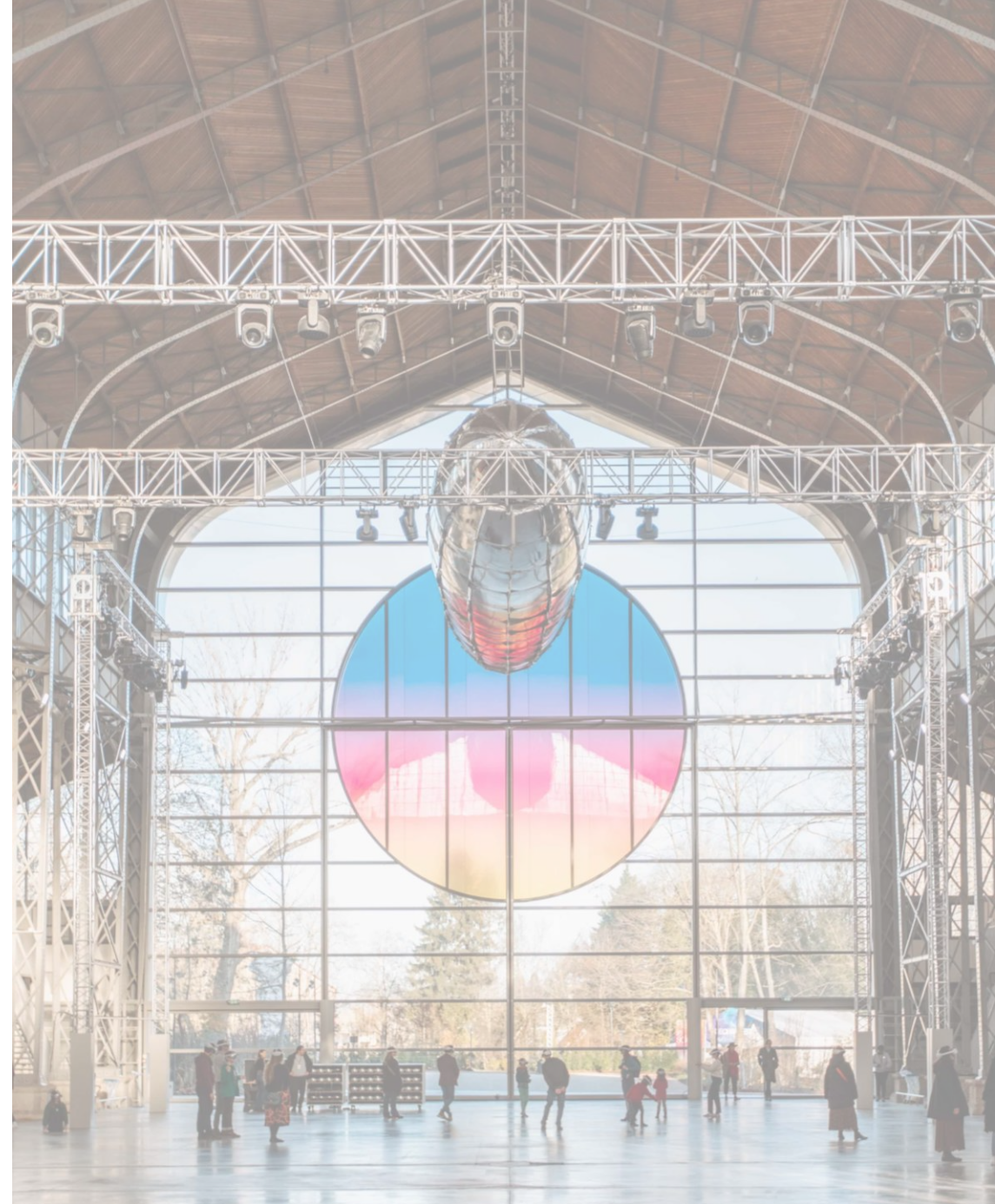
Beaux Arts Consulting helps public and private players define and implement their cultural projects.

Our expertise is aimed at cultural institutions, the world of art and culture, companies, as well as local players in all their diversity.

It is based on our in-depth knowledge of the cultural sector, combined with our mastery of strategic and operational consulting tools.

At every stage of cultural projects, we design solutions to meet today's challenges, with a long-term vision of the challenges to come:

- ❖ Promoting heritage and local *savoir-faire*
- ❖ Supporting cultural organizations as they evolve
- ❖ Defining tomorrow's cultural venues and destinations



Our expertise tailor-made tools to support all stages of cultural projects



STRATEGY

Definition of facility projects, strategic plans, scientific and cultural projects, etc.



OPPORTUNITY AND FEASIBILITY STUDIES

As part of projects for cultural venues or facilities: diagnostics and inventory, strategic positioning, economic modelling and operational set-up.



TOMORROW'S TRENDS

(RE)FRAME® study, monitoring the weak signals of tomorrow's cultural trends, benchmarks



OPTIMIZATION AND ORGANIZATIONAL TRANSFORMATION

Support for own resources development strategies, facilitation of participative workshops, inclusion & diversity issues, transitions, digital transformations...



NEW AUDIENCES

Management of audience studies, development of mediation tools, digital strategy, communication strategy, etc.



CONTRACTING AUTHORITY SUPPORT

Management of multi-disciplinary teams for the realization of cultural projects, deployment of activation programs

Examples of references in support of cultural projects



HANGAR Y
-
CONVERSION OF A HISTORIC AIRSHIP HANGAR INTO A CULTURAL AND EVENTS VENUE



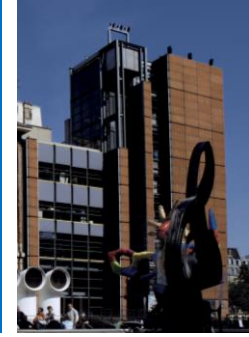
OPERA NATIONAL DE PARIS
-
DEFINITION OF A CULTURAL ENGINEERING OFFER AND ITS BUSINESS MODEL



VERSAILLES GRAND PARC
-
PROJECT TO CREATE A "CITÉ DE LA TOILE"



PALAIS COMMUNAL DE NICE
-
CULTURAL AND SCIENTIFIC PROJECT



IRCAM AMPLIFY
-
PROJECT TO CREATE A SUBSIDIARY DEDICATED TO THE DEVELOPMENT AND COMMERCIALIZATION OF SOUND TECHNOLOGIES



MONNAIE DE PARIS
-
DEFINITION OF STRATEGIC POSITIONING AND BUSINESS MODEL



IMAGINE PLEYEL
-
5,000 m² CULTURAL INNOVATION PLACE IN THE FUTURE SAINT DENIS PLEYEL STATION



PLAINE COMMUNE
-
FEASIBILITY STUDY FOR A CULTURAL AND TOURIST DISTRICT



WESSERLING PARK
-
REINVENTING HERITAGE- SITE CONVERSION STRATEGY



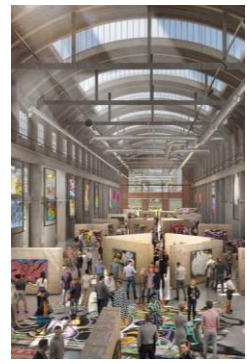
MICHELIN
-
DEVELOPING A BUSINESS PLAN FOR THE BRAND MUSEUM



SAINT EXUPÉRY'S HOUSE
-
STRATEGIC POSITIONING, CONCEPT AND CAS



TOULOUSE ART DISTRICT
-
POSITIONING AND BUSINESS MODEL



CATHÉDRALES DU RAIL
-
DEFINING THE CULTURAL PROJECT FOR THE FIRST MUSEUM DEDICATED TO STREET ART



EMISSIVE
-
INTERNATIONAL DEVELOPMENT OF VR CULTURAL EXPEDITIONS

An expert team with complementary skills



Fabrice Bousteau
Exhibition curator



Anne-Laure Béatrix
Events and artistic
collaborations



Blanche de Lestrage
Artistic direction
and production



Jérôme Buvat
B2B exhibitions
and events



Alexis Duprez
Economic and
financial models



Jean-Michel Crovesi
Public relations &
governance



Marion de Flers
Publishing



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