



April 22, 2024

## **Beaux Arts & Cie and Egis join forces to launch a joint offer in strategy and project management assistance for cultural and tourism projects**

**Beaux Arts & Cie and Egis have announced a strategic partnership aimed at creating commercial and production synergies between Egis' consulting teams and the expertise of the Beaux Arts & Cie group, in particular its consulting and cultural engineering team, Beaux Arts Consulting.**

This alliance of cutting-edge skills and expertise aims to support local authorities, institutions and private players across the entire value chain of their cultural and tourism projects.

The Beaux Arts - Egis alliance expresses a shared ambition for development, focused on innovation, transitions, creativity and impact. It is guided by strong convictions: territorial anchoring, artistic excellence and sustainability.

By forging links between the worlds of urban planning, tourism, engineering, art and culture, the Beaux Arts - Egis alliance offers an innovative approach to designing and supporting projects for the territories of tomorrow.

The areas covered by this joint offering include:

- strategic support
- conversion of heritage sites and locations
- designing projects on an urban scale
- site programming
- definition of new business models
- creating events with a cultural and artistic dimension
- integration of digital technologies
- definition of operating models

"This partnership with a major consulting and engineering group is part of the international development of the Beaux Arts & Cie group's activities, through the creation of a single point of entry to support cultural and artistic projects in their entirety and thus contribute to enhancing the attractiveness of local areas."

**Solenne Blanc, Chief Executive Officer of Beaux Arts & Cie**

"We are delighted to establish this unprecedented partnership with the Beaux-Arts & Cie group, which represents a new stage in the consolidation of our range of skills. By extending our expertise to the highest level of the cultural sector, we complete our already extensive knowledge and experience in the tourism and leisure sectors.

The Beaux-Arts-Egis alliance positions a unique offering on a global scale, covering the entire value chain of our clients' emblematic projects".

**Laurent Germain, Chief Executive Officer of Egis**

## About Beaux Arts & Cie:

Built around Beaux Arts Magazine, France's leading arts and culture press, and Beaux Arts Éditions, which publishes nearly 80 editions a year, Beaux Arts & Cie has expanded its media division (through beauxarts.com, Le Quotidien de l'Art and the quarterly Geste/s devoted to arts and crafts). Since 2017, the group has diversified its activities into consultancy and cultural engineering, conference creation and mediation, and has taken over the SITEM and MUSEVA trade fairs dedicated to museum and cultural venue professionals.

Beaux Arts Consulting, the group's consultancy arm, has provided support for more than 60 cultural projects in France and abroad over the past 6 years: trend analysis, strategic support, audience development, building business models, digital projects, design and programming of artistic events, production, training, etc.

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## About Egis

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**IMAGINE. CREATE. ACHIEVE.**

*a sustainable future*

Egis is an international player active in architecture, consulting, construction engineering and mobility services. We create and operate intelligent infrastructures and buildings that respond to the climate emergency and contribute to more balanced, sustainable and resilient territorial development.

Operating in 100 countries, Egis puts the expertise of its 19,500 employees at the service of its clients and develops cutting-edge innovations accessible to all projects. Through its wide range of activities, Egis is a key player in the collective organisation of society and the living environment of citizens all over the world.

[Linkedin: Egis](#) | [Instagram: @egisgroup](#) | [Twitter: @egis](#) | [Facebook: @egisgroup](#)

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