

# Bruno Monnier - Culturespaces

**Bruno Monnier** is the President and founder of the private company [Culturespaces](#),<sup>1</sup> which specialises in the management of historic monuments and museums, and the creation of digital art centres. After working for the [Havas Group](#), he joined the [French Ministry of Culture](#) in 1986, where he was responsible for the modernisation of the management of museums and monuments (the 'Patrimoine 2000' commission) and the reorganisation of the [Château of Versailles](#) (the 'Grand Versailles' project).<sup>21</sup>

In 1990, he created [Culturespaces](#), which, thirty years later, is the leading European private cultural operator specialising in the management of historic monuments, museums, and art centres.

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## Origins

Bruno Monnier was born in Belgium. He is of French nationality. He studied in Antwerp, Aix-en-Provence and Paris. His father, Jean-Philippe Monnier, a shipowner and later a promoter, came from a 18<sup>th</sup> century family of Protestant pastors and entrepreneurs linked to the Protestant bank. His mother, Dominique Herbette, belonged to a family of jurists and of diplomats in the service of the French Third Republic (1870-1940).

## Career

Bruno Monnier graduated from the Paris Institute of Political Studies ([Sciences-Po](#)),<sup>1</sup> the [Université Paris II Assas](#), and the [HEC](#)'s MBA programme,<sup>2</sup> and, fascinated by the history of art, he began his career in 1981 working for the [Havas Group](#). In 1986, he joined the [French Ministry of Culture](#), where he was responsible for the modernisation of the management of museums and monuments (the 'Patrimoine 2000' commission) and the reorganisation of the [Château of](#)

## Bruno Monnier



## Current posts

### CEO of Culturespaces LLC

since 1991

### President of the Fondation Culturespaces

since 2009

### President of CULTURESPACES DIGITAL®

since 2016

## Personal details

<b>Born</b>	27 March 1955 Kapellen (Belgium)
<b>Nationality</b>	French
<b>Education</b>	Paris Institute of Political Studies ( <a href="#">Sciences-Po</a> ) <a href="#">Université Paris II Assas</a> The <a href="#">HEC</a> 's <sup>21</sup> MBA The <a href="#">Ecole du Louvre</a>
<b>Specialisation</b>	The management of historical monuments, museums, art centres, and temporary exhibitions. The creation and management of digital art centres.

[Versailles](#). Entrusted to Bruno Monnier by Philippe de Villiers, the French Secretary of State for Culture and Communication,<sup>18</sup> in October 1986,<sup>19</sup> the ‘Projet pour Versailles’ mission led to the creation of an independent establishment—the Public Establishment of the Palace, Museum, and National Estate of Versailles—with a new visitor, promotional, and exhibition policy.<sup>16</sup>

In 1988, he left the Ministry of Culture and established [Culturespaces](#), as a consulting and cultural engineering department in Havas. In 1990, [Culturespaces](#), inspired by the Anglo-Saxon model in which most of the historic monuments and museums are managed by private organisations,<sup>20</sup> became a subsidiary of the [Havas Group](#), Crédit National, and the [Suez Group](#), which became [Engie](#) in 2008. Culturespaces advised local authorities, private owners, and State establishments on how to promote and manage their monuments and museums.<sup>16</sup>

In 1990,<sup>21</sup> he signed his first contract with the [City of Avignon](#) for the management of the [Palais des Papes](#), which ended in 2000.<sup>16</sup> In 1992, the [Académie des Beaux-Arts](#) entrusted him with the entire management of the [Villa Ephrussi de Rothschild](#) in Saint-Jean-Cap-Ferrat, whose gardens he restored. In 1994, the [Institut de France](#) entrusted him with the management of the [Jacquemart-André Museum](#) in Paris, which had been closed for three years, and which he renovated and reopened in 1995 as a venue for regular temporary exhibitions. Local authorities outsourced public services and entrusted him with the management of historic monuments and museums. He developed an efficient model<sup>15</sup> for the cultural and economic management of cultural establishments, which prioritises visitor experience, does not receive public subsidies for operating costs, and provides funds for the restoration of buildings and collections.

In 2009, Bruno Monnier created the [Fondation Culturespaces](#), which now operates under the aegis of the [Fondation Agir Contre l’Exclusion](#). The Foundation promotes access to the arts and cultural heritage and fights against the cultural exclusion of certain children who are sick, handicapped, or suffering from poverty and social exclusion.<sup>3</sup> In 2022, the Foundation welcomed around 13,000 children in Culturespaces’ venues.

In 2013, he created with [Culturespaces](#) a new cultural venue in Aix-en-Provence, the city of his youth: he acquired and restored a historic monument, the [Hôtel de Caumont](#), and transformed it into an art centre, which opened its doors to the public in 2015.<sup>4</sup> The Art Centre holds two temporary exhibitions every year and attracts 350,000 visitors.

In 2015, he created with [Culturespaces](#) its first digital art centre in Paris: the [Atelier des Lumières](#), in a former foundry in the 11<sup>th</sup> arrondissement,<sup>7</sup> which he entirely restored and refurbished. The art centre opened its doors to the public on 13 April 2018 with the immersive digital exhibition ‘[Gustav Klimt](#)’. It attracts more than a million visitors a year<sup>22</sup>.

In parallel with his traditional activity of managing monuments, museums, and art centres, and organising temporary traditional exhibitions, Bruno Monnier decided to develop and create a new generation of digital art centres in France and abroad, with immersive digital exhibitions, an activity for which he created an affiliate: [CULTURESPACES DIGITAL®](#).

In 2017, he enters into a franchise agreement with the Korean company [T-Monet](#), in order to create a new digital art centre on the Island of [Jeju](#) in [South Korea](#): the [Bunker de Lumières](#)<sup>5</sup> to hold its digital exhibitions. The digital art centre opened in 2018 and attracted 560,000 visitors in its first year.

In 2018, Bruno Monnier and Alain Juppé, former Prime Minister and Mayor of Bordeaux, signed a contract for the creation of a major digital art centre in Bordeaux’s former submarine base, which is called the [Bassins des Lumières](#)

and will be devoted to immense immersive digital exhibitions. It is opening its doors to the public in 2020 and welcomes 100,000 visitors per month despite the pandemic.

In 2020, Bruno Monnier signed a 50/50 joint-venture agreement with the American group IMG-Endeavour to develop a major digital art centre in New York, in Tribeca: the [Hall des Lumières](#), which opened in 2022. He has entered into a franchise agreement to open a digital art centre in Seoul, the [Théâtre des Lumières](#), which also opened in Seoul in 2022<sup>23</sup>.

In 2021, Bruno Monnier is launching the creation of a digital art centre in Amsterdam in the [Cultuurpark Westergas](#): the [Fabrique des Lumières](#) which has opened in April 2022.

At the beginning of 2023, the [Phoenix des Lumières](#) opened its doors to the public in Dortmund and throughout Germany, before the Port des Lumières in Hamburg, which is scheduled to open in early 2024.

[Culturespaces](#) has become a unique cultural operator in the digital world, with specialised teams and comprehensive expertise, combining the design and creation of digital art centres, the technological competence for the production and presentation of exhibitions, a catalogue of immersive digital exhibitions, the presentation of classical, modern, and contemporary artists, and art centres abroad.

Over the last thirty years, Bruno Monnier has turned [Culturespaces](#) into a company that employs 310 people, whose consistent turnover has enabled the company to fund its own development. The company's fourteen venues in France attract 4.2 million visitors each year and it has become the leading private cultural operator in Europe and the fifth French operator after the [Musée du Louvre](#), the [Château of Versailles](#), the [Eiffel Tower](#), and the [Centre des Monuments Nationaux](#), with a turnover of 80 million euros. It became the leading French cultural operator internationally.

## **The venues managed by Bruno Monnier, in conjunction with the venue managers and Culturespaces staff**

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### **MUSEUMS AND MONUMENTS 'ART & HERITAGE'**

- [Jacquemart-André Museum](#) in Paris
- [Hôtel de Caumont – Art Centre](#) in Aix-en-Provence
- [Château des Baux-de-Provence](#) in Les Baux-de-Provence

### **DIGITAL ART CENTRES 'DES LUMIERES'**

- [Atelier des Lumières](#) in Paris
- [Bassins des Lumières](#) in Bordeaux
- [Carrières des Lumières](#) in Baux-de-Provence
- [Fabrique des Lumières](#), in Amsterdam
- [Hall des Lumières](#) in New-York
- [Phoenix des Lumières](#) in Dortmund

## **Sites being developed**

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- Port des Lumières in Hambourg (opening in 2024)

## Partner sites

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- [Bunker des Lumières](#) in Jeju (South Korea)
- [Théâtre des Lumières](#), in Seoul (South Korea)

## Exhibitions produced and held under the management of Bruno Monnier, in collaboration with Culturespaces' Exhibitions Department or CULTURESPACES DIGITAL®

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### TRADITIONAL TEMPORARY EXHIBITIONS

#### Created in conjunction with exhibition curators

- > [‘Max Ernst, Mondes magiques, mondes libérés’](#) – 2023 – Hôtel de Caumont, Aix-en-Provence
- > [‘Giovanni Bellini, Influences croisées’](#) – 2023 – Musée Jacquemart-André, Paris
- > [‘Füssli, the realm of dreams and the fantastic’](#) – 2022 – Jacquemart-André Museum, Paris
- > [‘Gallen-Kallela, Myths and Nature’](#) – 2022 – Jacquemart-André Museum, Paris
- > [‘Treasures of Venice. The Cini Collection’](#) – 2021 – Hôtel de Caumont, Aix-en-Provence
- > [‘Botticelli, artist and designer’](#) – 2021 – Jacquemart-André Museum, Paris
- > [‘Zao Wou-Ki ‘Night has never fallen’](#) – 2021 – Hôtel de Caumont, Aix-en-Provence
- > [‘Signac and colour harmonies’](#) – 2021 – Jacquemart-André Museum, Paris,
- > [‘Joaquin Sorolla, Spanish lights’](#) – 2020 – Hôtel de Caumont, Aix-en-Provence
- > [‘Turner: Paintings and Watercolours from the Tate’s Collections’](#) – 2020 – Musée Jacquemart-André, Paris
- > [‘The Alana Collection: Masterpieces of Italian Painting’](#) – 2019 – Musée Jacquemart-André, Paris,
- > [‘Hammershøi, the Great Master of Danish Painting’](#) – 2019 – Musée Jacquemart-André, Paris
- > [‘From the Douanier Rousseau to Séraphine: the Great Masters of Naïve Art’](#) – 2019 – Musée Maillol, Paris
- > [‘The Emil Bührle Collection’](#) – 2019 – Musée Maillol, Paris
- > [‘Hokusai, Utamaro, Hiroshige ... the Great Masters of Japan. The Jerzy Leskowicz Collection’](#) – 2019 – Hôtel de Caumont, Aix-en-Provence
- > [‘Masterpieces from the Guggenheim Foundation: From Manet to Picasso. The Thannhauser Collection’](#) – 2019 – Hôtel de Caumont, Aix-en-Provence
- > [‘Caravaggio’s Period in Rome: his Friends and Enemies’](#) – 2018 – Musée Jacquemart-André, Paris
- > [‘Mary Cassatt: an American Impressionist in Paris’](#) – 2018 – Musée Jacquemart-André
- > [‘Alberto Giacometti: From Classical Modernism to Avant-Garde’](#) – 2018 – Musée Maillol, Paris
- > [‘Foujita: Painting During the Roaring Twenties’](#) – 2018 – Musée Maillol, Paris
- > [‘Nicolas de Staël in Provence’](#) – 2018 – Hôtel de Caumont, Aix-en-Provence
- > [‘Marc Chagall: from Black and White to Colour’](#) – 2018 – Hôtel de Caumont, Aix-en-Provence
- > [‘From Zurbarán to Rothko. The Alicia Koplowitz Collection’](#) – 2017 – Musée Jacquemart-André, Paris
- > [‘The Hansens’ Secret Garden. The Ordrupgaard Collection’](#) – 2017 – Musée Jacquemart-André, Paris
- > [‘21 Rue La Boétie: Picasso, Matisse, Braque, and Léger’](#) – 2017 – Musée Maillol, Paris
- > [‘Pop Art: the Collection in the Whitney Museum of American Art’](#) – 2017 – Musée Maillol, Paris
- > [‘Sisley the Impressionist’](#) – 2017 – Hôtel de Caumont, Aix-en-Provence
- > [‘Botero: a Dialogue with Picasso’](#) – 2017 – Hôtel de Caumont, Aix-en-Provence
- > [‘The Open-Air Studio: The Impressionists in Normandy’](#) – 2016 – Musée Jacquemart-André, Paris
- > [‘Inside Rembrandt’s World’](#) – 2016 – Musée Jacquemart-André, Paris

- > [‘Ben: is Everything Art?’](#) – 2016 – Musée Maillol, Paris
- > [‘Turner and Colour’](#) – 2016 – Hôtel de Caumont, Aix-en-Provence
- > [‘Marilyn: I Wanna Be Loved By You’](#) – 2016 – Hôtel de Caumont, Aix-en-Provence
- > [‘From Giotto to Caravaggio. The Passions of Roberto Longhi’](#) – 2015 – Musée Jacquemart André, Paris
- > [‘Florence: Portraits at the Medici Court’](#) – 2015 – Musée Jacquemart André, Paris
- > [‘Canaletto: Rome, London, and Venice. The Triumph of Light’](#) – 2015 – Hôtel de Caumont, Aix-en-Provence
- > [‘The Collections of the Prince of Liechtenstein’](#) – 2015 – Hôtel de Caumont, Aix-en-Provence
- > [‘Desire and Sensuality During the Victorian Period’](#) – 2014 – Musée Jacquemart André, Paris
- > [‘From Watteau to Fragonard, the \*Fêtes Galantes\*’](#) – 2014 – Musée Jacquemart André, Paris
- > [‘Perugino: Raphael’s Teacher’](#) – 2014 – the Musée Jacquemart André, Paris
- > [‘Canaletto and Guardi: the Two Venetian Masters’](#) – 2013 – the Musée Jacquemart André, Paris
- > [‘Eugène Boudin’](#) – 2013 – the Musée Jacquemart André, Paris
- > [‘Fra Angelico and the Masters of Light’](#) – 2012 – the Musée Jacquemart André, Paris
- > [‘The Twilight of the Pharaohs’](#) – 2012 – the Musée Jacquemart André, Paris
- > [‘Rubens, Poussin, and the Painters of the Seventeenth Century’](#) – 2011 – the Musée Jacquemart André, Paris
- > [‘The Caillebotte Brothers’ private world, Painter and Photographer’](#) – 2011 – the Musée Jacquemart André, Paris
- > [‘Bruegel, Memling, Van Eyck ... the Brukenthal Collection’](#) – 2010 – the Musée Jacquemart André, Paris
- > [‘From El Greco to Dalí: Works by the Great Spanish Masters From the Perez Simón Collection’](#) – 2010 – the Musée Jacquemart André, Paris
- > [‘Van Dyck’](#) – 2009 – the Musée Jacquemart André, Paris
- > [‘The Italian Primitives. The Altenbourg Collection’](#) – 2009 – the Musée Jacquemart André, Paris
- > [‘Africa and Oceania: Masterpieces From the Barbier-Mueller Collection’](#) – 2008 – the Musée Jacquemart André, Paris
- > [‘Masterpieces From the Weisman Collection’](#) – 2007 – the Musée Jacquemart André, Paris
- > [‘Fragonard: the Pleasures of the Eighteenth Century’](#) – 2007 – the Musée Jacquemart André, Paris
- > [‘Goethe’s Collection: Two Centuries of French Drawings from Weimar Museums’](#) – 2006 – the Musée Jacquemart André, Paris
- > [‘Artists and Stars Seen Through the Lenses of \*Paris Match\* Photographers’](#) – 2006 – the Musée Jacquemart André, Paris
- > [‘Thracian Gold: Treasures of Bulgaria’](#) – 2006 – the Musée Jacquemart André, Paris
- > [‘Man and his Masks: the Barbier-Mueller Collection’](#) – 2006 – the Musée Jacquemart André, Paris
- > [‘David: the Grandeur and Immediacy of his Oeuvre’](#) – 2006 – the Musée Jacquemart-André, Paris
- > [‘For the Love of Art: the Origins and Secrets of Edouard and Nélie Jacquemart-André’s Collection’](#) – 2004 – the Musée Jacquemart André, Paris
- > [‘Treasures of the Napoleon Foundation: Inside the World of the Imperial Court’](#) – 2004 – the Musée Jacquemart André, Paris
- > [‘Larguillier: Painter of the Grand Siècle’](#) – 2004 – the Musée Jacquemart André, Paris
- > [‘A Passion for Drawing: Five Centuries of Masterpieces in the Krugier Collection’](#) – 2002 – the Musée Jacquemart-André, Paris
- > [‘From Caillebotte to Picasso’](#) – 2002 – the Musée Jacquemart-André, Paris
- > [‘Red and Gold: Treasures of Baroque Portugal’](#) – 2001 – the Musée Jacquemart André, Paris
- > [‘The Italian Primitives’](#) – 2001 – the Musée Jacquemart André, Paris
- > [‘The Splendors of Ottoman Ceramics from the Sixteenth to the Nineteenth Century’](#) – 2000 – the Musée Jacquemart André, Paris
- > [‘From Poussin to Fragonard: Masterpieces from the Horvitz Collection’](#) – 1999 – the Musée Jacquemart André, Paris

- > ‘Picasso at the Palais des Papes’ – 1995 – the Palais des Papes, Avignon
- > ‘Botero in Avignon’ – 1993 – the Palais des Papes, Avignon

## **IMMERSIVE DIGITAL EXHIBITIONS**


**Largely created with the artistic director Gianfranco Iannuzzi**


- > Tintin: the Immersive Adventure – Carrières des Lumières (2023) and Atelier des Lumières (2022 et 2023)
- > Chagall, Paris – New York – Atelier des Lumières (2023)
- > From Vermeer to Van Gogh, the Dutch Masters – Carrières des Lumières (2023)
- > Mondrian, the Architect of colour – Carrières des Lumières (2023)
- > The Last Sentinels Near and Far: Jimmy Nelson – Fabrique des Lumières (2022)
- > Venice, from Canaletto to Monet – Bassins des Lumières and Carrières des Lumières (2022)
- > Sorolla, walk on the beach – Bassins des Lumières (2022)
- > Cosmos Destination, the Ultimate Challenge – Bassins des Lumières et Hall des Lumières (2023), Carrières des Lumières (2022) et Atelier des Lumières (2021 et 2022)
- > Cezanne, lights of Provence – Atelier des Lumières (2022) and Carrières des Lumières (2021)
- > Kandinsky, the Odyssey of Abstraction – Atelier des Lumières (2022) and Carrières des Lumières (2021)
- > Paul Klee, painting music – Bassins des Lumières (2020 et 2021)
- > Monet, Renoir... Chagall: Journeys Around the Mediterranean – Bassins des Lumières (2021), Atelier des Lumières (2020) and Carrières des Lumières (2013)
- > Yves Klein: Infinite Blue – Carrières des Lumières (2022), Bassins des Lumières (2021) and Atelier des Lumières (2020)
- > Dalí: the Endless Enigma – Atelier des Lumières (2021) and Carrières des Lumières (2020)
- > Gaudí: the Architect of the Imaginary – Atelier des Lumières (2021) and Carrières des Lumières (2020)
- > Van Gogh: the Starry Night – Atelier des Lumières and Carrières des Lumières (2019)
- > Dreamed Japan: Images of the Floating World – Atelier des Lumières and Carrières des Lumières (2019)
- > Picasso and the Spanish Masters – Carrières des Lumières (2018)
- > Flower Power – Carrières des Lumières (2018)
- > Gustav Klimt – Fabrique des Lumières (2022), Hall des Lumières (2022), Bassins des Lumières (2020 and 2021), Atelier des Lumières (2018), and Carrières des Lumières (2014)
- > Hundertwasser: in the Wake of the Vienna Secession – Fabrique des Lumières (2022) and Atelier des Lumières (2018)
- > The Fantastic and Wonderful World of Bosch, Brueghel and Arcimboldo – Carrières des Lumières (2017)
- > Chagall: Midsummer Night’s Dreams – Carrières des Lumières (2016)
- > Michelangelo, Leonardo da Vinci and Raphael: the Giants of the Renaissance – Carrières des Lumières (2015)
- > Gauguin and Van Gogh: Painters of Colour – Carrières des Lumières (2012)

## **Others**

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### **Decorations**

 Chevalier de la Légion d'Honneur – July 2019

 Chevalier des Arts et des Lettres – July 2002

### **Historic Monument**

Passionate about Heritage, Bruno Monnier is the owner of a Historic Monument open to the public: a 15th and 16th century castle, surrounded by "remarkable gardens".



## Notes et références

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2. [https://www.franceinter.fr/personnes/bruno-monnierhttps://www.whoswho.fr/publication/bruno-monnier\\_4371](https://www.franceinter.fr/personnes/bruno-monnierhttps://www.whoswho.fr/publication/bruno-monnier_4371)
3. <https://www.magazine-decideurs.com/news/bruno-monnier-culturespaces-notre-role-est-de-partager-la-culture-avec-plusieurs-millions-de-visiteurs>
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8. Claude Pommereau, « Mon objectif : rendre attractif le patrimoine à un large public » : OJD : 57866 », *Beaux-Arts Magazine*
9. M.B, « Actualités. Portraits. Bruno Monnier, Culture et évènement. », *Connaissance des Arts / Hors - Série*, n°110
10. GM, « Bruno Monnier, l'homme de Culturespaces : OJD : 41875 », *Connaissance des Arts*, , n°18
11. Martine Robert, « Culturespaces, filiale d'Engie, le discret géant des musées : OJD : 122744 », *Les Echos*, 5 novembre 2015
12. Jean-Christophe Castelain, « L'actualité vue par Bruno Monnier, président fondateur de Culturespaces : « Nous créons aujourd'hui nos propres sites », *Le Journal des Arts*, 19 septembre 2014, n°4
13. Fabrice Bousteau, « Rencontre avec Bruno Monnier, président de Culturespaces : "Inventer des expériences inédites et des expositions immersives" : OJD : 55895 », *Beaux-Arts Magazine*, p.72-74
14. Laetitia Sarioglou, « L'entretien avec Bruno Monnier. Président fondateur de Culturespaces : "On a un an d'avance sur nos objectifs" : OJD : 124580 », *La Provence*, 19 septembre 2016
15. Anne Doridou- Heim, « Culturespaces, un modèle alternatif : OJD : 23222 », *La Gazette de l'Hôtel Drouot*, 7 octobre 2016, p.238-241
16. [https://www.lesechos.fr/06/04/2018/LesEchosWeekEnd/00117-012-ECWE\\_le-petit-empire-culturel-de-bruno-monnier.htm](https://www.lesechos.fr/06/04/2018/LesEchosWeekEnd/00117-012-ECWE_le-petit-empire-culturel-de-bruno-monnier.htm)
- 17 [https://www.lepoint.fr/culture/la-base-sous-marine-de-bordeaux-va-devenir-bassin-des-lumieres-19-07-2018-2237640\\_3.php](https://www.lepoint.fr/culture/la-base-sous-marine-de-bordeaux-va-devenir-bassin-des-lumieres-19-07-2018-2237640_3.php)
- 18 « pour Versailles », Spécial ouvertures, *Echo Touristique n35*, 14 octobre 1985
- 19 « Si Versailles m'était compté » *Le Point n830*, 15 août 1988
- 20 « Si Versailles m'était compté » *Le Figaro*, 10 janvier 2000
- 21 <https://www.tourhebdo.com/tourismedegroupe/actualites/entreprise/culturespaces-le-mariage-reussi-du-tourisme-et-de-la-culture-517754.php>
- 22 Isabelle Schmitz, « Bruno Monnier, aux avant-postes de la culture », *Le Figaro* ; 8 septembre 2021
- 23 Cédric Pietralunga, « Le numérique n'est pas un adversaire », *Le Monde*, 17 novembre 2020