

## **Glasgow's Burrell Collection, developed with the expertise of Chargeurs Museum Studio, wins prestigious Art Fund Museum of the Year 2023 Award**

### **Museum Studio UK brought its creativity and technical expertise to this project**

- The Burrell Collection has won the Art Fund Museum of the Year 2023 award, recognizing the richness and diversity of the museum and the innovation and creativity used to bring the collection to life.
- Museum Studio UK and its brands Event and Leach supported the museum's transformation project, in bringing their technological expertise and their creative power.
- The award demonstrates the relevance of the Chargeurs' model: offering a complete range of innovative, customized and value-creating solutions to support museums and institutions in their cultural and educational ambitions.

**Michaël Fribourg, Chairman and Chief Executive Officer of Chargeurs group**, stated: *"We are delighted and honored that The Burrell Collection has been awarded "Art Fund Museum of the Year 2023", the most important prize awarded to a museum in the world. This is tremendous recognition of the richness of this private collection. We are also very proud that two of Museum Studio UK's entities, Event and Leach, have been honored to be involved in this fantastic project, bringing their expertise and creative power to bear on showcasing this magnificent art collection and helping to make it accessible to a wide audience."*

**Jenny Waldman, Director of the Art Fund**, also stated: *"The Burrell Collection is extraordinary, a world-class collection displayed in an inspirational building, in harmony with the surrounding landscape of Pollok country park. Reopened in 2022, the sensitive renovation and collection redisplay invite exploration and delight, with innovative digital displays offering new ways of understanding the art and objects in the museum's light, welcoming spaces. All this was achieved with a strong shared purpose and with the involvement of local community groups in Glasgow...This museum is truly for everyone to enjoy."*

The Burrell Collection is one of the greatest art collections ever amassed by one person, consisting of more than 9,000 objects spanning 6,000 years of history. Gifted to the city of Glasgow by the 19<sup>th</sup> century shipping magnate and one of the world's greatest art collectors, Sir William Burrell, it is one of the most extraordinary gifts ever bestowed on a city.

After an extensive transformation that started in 2014 with the project masterplan, the museum in Pollok Country Park, Glasgow, officially opened its doors to the public again on March 29, 2022.

Event, the global experience and exhibition design agency, has supported the project throughout, from leading the masterplan for the site and the building, through to the design of beautifully crafted new exhibition displays. These work seamlessly with the building and its natural setting to showcase the stunning

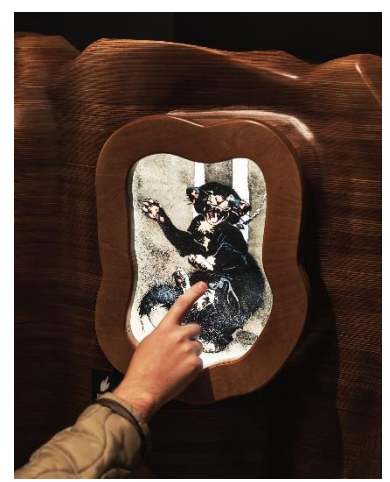
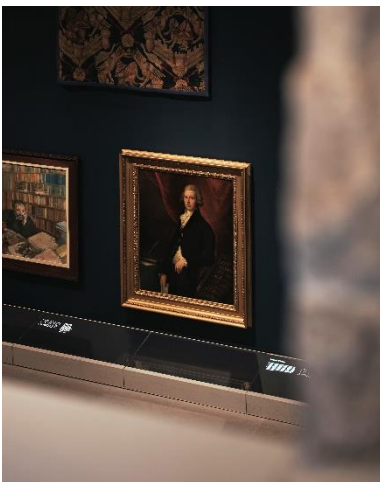
collection. Event worked hand-in-hand with the Glasgow Life team to make The Burrell one of the world's most accessible museums, revealing the rich stories of the exhibited collections for audiences of all ages, unlocking the techniques and skills used by their makers and exploring the mindset of the collector, Sir William Burrell. This initiative crowns two decades of Event's relationship with Glasgow, where previous work includes the transformation and regeneration of Glasgow's cultural offer.

Another CMS UK firm, specialist large-format printers Leach, produced all the graphics and signage across the museum using the latest cutting-edge print technology.

The award was presented at a ceremony at London's British Museum on Wednesday July, 12, and broadcast on the BBC program "The One Show of BBC One", presented by actors Emily Blunt and Matt Damon.

Chargeurs Museum Studio is the leading company in cultural engineering and production. We provide comprehensive services for institutions, museums, foundations, and brands. By combining international creative and technical talents, Chargeurs Museum Studio offers unique support to major decision-makers and their teams, turning their cultural projects into landmark destinations and world-class experiences.

Chargeurs Museum Studio brings together experts and talented teams all stages of museum creation, from the initial consultation to the grand opening. Every project reflects our devotion to pushing creative boundaries, delivering high-quality experiences and exceeding client expectations: from The Burrell Collection and the National Museum of Denmark to The Smithsonian Institute, The Richard Avedon exhibition at Palazzo Reale, Noor Riyadh festival, and Gregory Crewdson's latest opus.



**Links:**

[www.burrellcollection.com](http://www.burrellcollection.com)

<https://eventcomm.com/>

<https://weareleach.com/>

<https://www.glasgowlife.org.uk/about-us>

**2023 Financial Calendar**

Thursday, September 7, 2023

First-half 2023 results

Thursday, November 9, 2023

Third-quarter 2023 revenue



**ABOUT CHARGEURS**

CHARGEURS is a family-owned entrepreneurial Group and world leader in high value added niche markets. Located in nearly 100 countries with nearly 2,500 employees, the Group is organized into two strategic business segments: Technologies and Luxury.

Benefiting from the long-term strategy of the Fribourg Family Group, its reference shareholder via Columbus Holding, Chargeurs serves sectors with strong structural growth and expresses its know-how of excellence in the commercial, industrial, marketing and logistics fields. The Group, whose global signature is High Emotion Technology, achieved revenues of €746 million in 2022 and celebrated its 150 years of entrepreneurial boldness.

The Chargeurs share is listed on Euronext Paris and is PEA-PME eligible.

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